

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

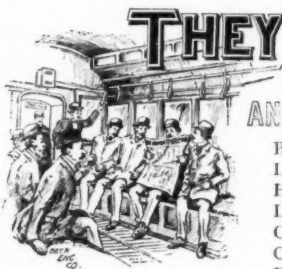
GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXX.

NEW YORK, MARCH 7, 1900.

No. 10.

Giving reasons is an integral part of advertising.—PRINTERS' INK.



THEY ALL EYE IT

(readers and advertisers)

AND SEVEN REASONS WHY:

- Best news in the least space.
- Largest circulation.
- Honest and fixed American policy.
- Lowest advertising rates.
- Conspicuous absence of yellowness.
- Claims which figures prove.
- Readers believe what it says.

A paper that has

197,592 Paid Readers,

FOR THAT WAS THE SWORN CIRCULATION IN FEBRUARY OF

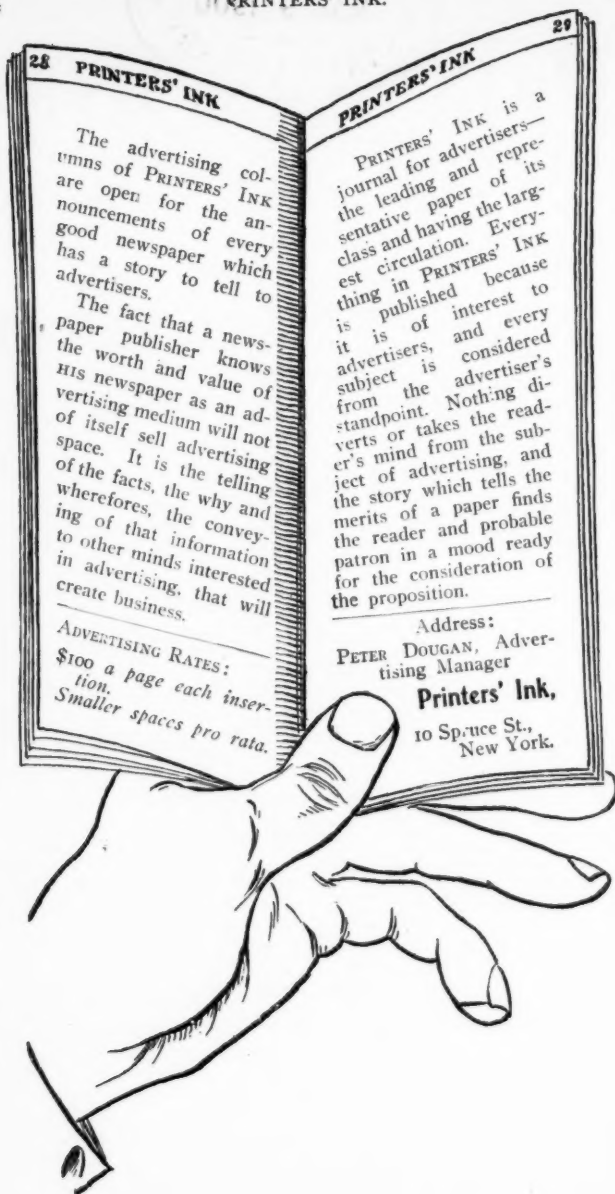
THE PHILADELPHIA RECORD,

is daily under the closest scrutiny of every purchaser. It is compared with competing papers—its news, its advertising and its editorials must be better than all others in order to be most widely read. Keeping these features the best means a steady increase in patronage.

ADVERTISING RATE, 25c. a line.

The Record Publishing Co., Philadelphia, Penna.

THE RECORD is a splendid medium for advertisers who have announcements to make to the financial world. Its financial news is regarded as the best in Philadelphia.



28 PRINTERS' INK

The advertising columns of **PRINTERS' INK** are open for the announcements of every good newspaper which has a story to tell to advertisers.

The fact that a newspaper publisher knows the worth and value of his newspaper as an advertising medium will not of itself sell advertising space. It is the telling of the facts, the why and wherefores, the conveying of that information to other minds interested in advertising, that will create business.

ADVERTISING RATES:

\$100 a page each insertion.
Smaller spaces pro rata.

PRINTERS' INK 29

PRINTERS' INK is a journal for advertisers—the leading paper of its representative paper of its class and having the largest circulation. Everything in **PRINTERS' INK** is published because it is of interest to advertisers, and every subject is considered from the advertiser's standpoint. Nothing diverts or takes the reader's mind from the subject of advertising, and the story which tells the merits of a paper finds the reader and probable patron in a mood ready for the consideration of the proposition.

Address:

PETER DOUGAN, Advertising Manager

Printers' Ink,

10 Spruce St.,
New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 25, 1893.

VOL. XXX.

NEW YORK, MARCH 7, 1900.

No. 10.

IN MORMON TOWN.

The Denver Investment Company advertise Popperton, an addition to Salt Lake City, by advertisements that a correspondent of PRINTERS' INK says "exceed in ingenuity, attractiveness and diversity of expression any he has ever seen." To buttress his opinion, he incloses a large number of the announcements used, and the Little Schoolmaster, after reading them, finds them all so ingenious that he is in a dilemma which to select for presentation to his readers. The few that follow will have to suffice. One is headed, "The Songs We Sing," and continues:

Of Popperton you can safely bet
Will hand us down in history as the
"poet lariat."
But there's another poet who in melody
sublime
Has written you a poem for the fleet-
ing years of time.
The verses of this poem are from Nature's facile pen
And are written on the land itself to
please the eye of men.
Its undulating surface is a rhyme of
slopes of green,
And the view that meets the vision is
the finest ever seen;
There are mountains in the distance
and a valley at its feet,
And the sunsets close the poem and
make the rhyme complete.

The following reading notice exhibits some ingenuity:

SAM JONES.

Sam Jones, in a recent sermon, told of a hardshell Baptist, who said "Brethren-er and sisters, I have been laboring in the Lord's vineyard for nigh on to forty years-er. I have been reviled, and abused, and scorned-er, in marking out the straight and narrow-er way-er; but I have gone right ahead-er. I am like my dog—he was standing on the top of the fence-er, and barking at the moon-er, and what do you suppose the moon was a doing-er—it was just ashining on-er, and a shining on-er." That is the way it is with us—we have been abused, and joked, and laughed at through all these years of depression and tariff reform, and hard times, because we have been always telling the never dying truth about Popperton Place; but we will keep right on-er, and on-er, until there is not a home hungry

heart in Salt Lake left unsatisfied, and until the last lot in our great suburb has been sold.

The two beneath make a skillful appeal to the heart, respectively, of father and husband:

MARY AND THE BABIES.

Did you ever stop to think, when the day has gone away,
And your little kids are clinging on your knee to have a play,
How their little forms would strengthen and the colors tint their cheeks
If they only lived in Popperton for a half a dozen weeks?

Do you ever stop to think, when you see on Mary's face
The lines that motherhood and care and hope deferred will trace,
That a home for her in Popperton would drive the lines away
And make her life as splendid as the flowers that bloom in May?

HIS OLD WOMAN.

"My old woman has been wanting to go there for years and I reckon I will have to consent in order to have peace," said a citizen to the poet last week. His "old woman!" Yet it isn't so very long ago that he led her, a divinity in white, to the altar. She wasn't an old woman then, she was a dream of beauty, and men envied him the prize that was his. But after awhile she commenced to fade. He saw the color leave her cheek and the wrinkles make furrows in her face; he knew where he lived was unhealthy and that she ought to have a change, and she knew it too, and she kept asking him to go up to Popperton Place and live, but he put her off from day to day and year to year, until, at last, when he called her "his old woman" you could see that she was.

There is a ring about the following reading notice that is convincing:

A BROKEN CHAIN.

For twenty-seven consecutive weeks, rain or shine, in joy or sorrow, in sickness or in health, with silver up or down, amid political spasms and tariff oppressions, throughout periods of personal financial stringency and in seasons of personal financial expansion, we have every Sunday morning, preached to the people at the rate of 20 cents per line the petrified truth about Popperton Place. Now and then we have been hounded by the fear that perhaps we had been intrusive and over sanguine, and that this same public were taking our statements "cum grano salis" (that's an expression the Romans used when the soup was too salty), and so we gave everybody a rest last Sabbath, and went up to see the place, just to

find out whether we had really been lying or not. Was there ever such a balmy, perfect day as that Sunday? And was there ever anything as pretty as was Popperton on that good day? We stood on a lovely, low-priced corner above the smoke and looked over the city, half clad in its autumn raiment. The air about us was as clear as a teardrop on the cheek of a weeping maid. Oh, it was a great sight—the spectacle of city and valley and lake! And we were glad we had given its wonders to the types and press. You can lie about whom you are going to vote for in the convention and sing high about other things, but you can't lie about Popperton. The wildest apparent exaggerations about it are foothills around the summits of truth. Go and see it for yourself, and buy a home there for your wife and babies.

The article that follows has some excellent "talk" in it:

AN OLD MASTER.

Michael Angelo—you remember Mike—he was somewhat of an artist—in Italy, before the war—I think, he made both "figgers" and "picters"—Michael Angelo said that every block of marble contained the figure of a God, and needed but the outer mass removed by the chisel, to liberate him. Every lot in Popperton Place will one day be the site of a beautiful home. The lots are just as pretty as anything else in nature unadorned. They need, of course, to be painted in lawns, and to receive the labor of the builder, and then the thing will be done. There is a pleasure in preparing your own grounds and in suiting all your little whims about the location of walks and trees. There is a pleasure in planning your own house, and putting in all the little conveniences about which your wife has dreamed. Go up there, pick out a pretty corner, and build your home. We will furnish you plans to select from; and if you want us to, will build your house for you, and guarantee every item of its construction; and in this connection there is one thing you can bet on, and that is that the guarantee of the Denver Syndicate Investment Co. is good. We are at 6 and 7 Commercial block. The property is on the east bench. It has city water, rapid transit, and a view that will knock the socks off of anything except Jerry Simpson.

Here the advertiser becomes a little shrewish perhaps, but not less interesting:

FOR MEN ONLY.

Who lives in your house most of the time, you or your wife? Your wife does, does she? Well, then, why don't you study her comfort a little? You go to business in the morning, take a beer lunch at noon, and the chances are you don't show up at home until dark. It don't make any difference to you, whether the surroundings of your home are good or not. You would just as soon be located among shanties as among palaces. All you care for is to have a place to eat and sleep. You don't have to look out of the windows all day long and realize that whatever you do to beautify your home will be

wasted, because none of your neighbors care a cent for lawns or flowers or shrubbery or the other home adornments. But your wife—she lives there all the time, and worries over the squalid surroundings and neglected neighborhood, and wishes that you had built in Popperton, where all of the people take pride in their homes, and where, instead of looking out upon weed-grown yards and "dobies," she might have had always before her delighted eyes the pretty homes and grounds of the neighbors, and the majestic landscape of Salt Lake valley.

There is a lingering belief in her heart, too, that perhaps it is healthier up there where the air comes fresh from the peaks and where the ground is not saturated with the sewage of two generations, and may be so, the children wouldn't be so sickly. But none of these things trouble you—what you want is to be where you can walk to the office, and having that blessed privilege, you are content.

But the more the Little Schoolmaster reads the more he feels like reproducing; so he will exercise self-control by ending up with the two that follow, being compelled to leave all display advertisements out of present consideration:

A KICK.

We give space to the following contribution, because it voices the sentiment of a large majority of the citizens of Salt Lake. We are not responsible for all that appears in our columns and are always willing to give the other side a chance:

I always buys the papers, because you see I like to know
The news about the country, and the tariff measure, slow.
I'm a man of even temper; but by Vum! it makes me hot
To find I'm dragged Popperton, and urged to buy a lot.
Sometimes I read of sunsets, or the plan the angel laid
To throw away his trumpet and steal the court house maid.
I try to live a Christian life, but darn'd if I ain't mad
When my eyes run on to Popperton and I see I'm in an ad.

I've always hoped to realize a mansion in the skies;
But when I go to read the news and Popperton greets my eyes
I break some chairs and fly around, and use a word or so
That makes me fear my mansion will be builded down below.

But after all is said and done, I don't mind telling you,
I've been up there and seen the place, and all he says is true.
I've reached the time on life's decline when I'll no longer roam—
I'm going up to Popperton to buy myself a home.

WHY PEOPLE DON'T MARRY.

Did it ever occur to you why there are so many old bachelors in the world

—men who eat at restaurants and sleep in furnished rooms, men who are cranky and dissatisfied? They started in life with just as much home as you did, and with just as firm an intention as you had of marrying and settling down; but during the spring time of life they kept putting it off until they could get a little better fixed, and until they put it off too long, and finally they gave it up altogether. They do not know what a home is. Nobody ever puts out their slippers in front of the fireplace. Nobody ever meets them at the doorstep, and winds a fine pair of arms three or four times around their neck. They never hear the prattle of children nor any of the other sounds of home. The renter and the bachelor are somewhat alike—the renter intends to have a home of his own, but he keeps putting it off until he gets better fixed and after awhile he gives it up altogether. And so it goes through life; living in somebody else's house and paying the owner every month for the privilege of doing it. He never takes any pride in his home, because it isn't his'n. He never plants a tree nor a shrub, nor does anything else to beautify the premises he occupies, because it won't pay—he may not live there very long. But if he has a home of his own, no landlord comes to him. Within its charmed circle he is master, and so he beautifies it and learns to love it. His children are born there; and in after years, when he is old, they return to renew their acquaintance with it. The way to get a home is to get one, and the place to get it is in Popperton. Every year the locality will be better, every improvement will be good, and the march of values will always continue. We are selling frontage to good people, at reasonable prices and on reasonable terms.

The last one is pretty sentimental perhaps; but it is the kind of sentiment that moves the world; for of all sentiments, those that hinge upon home and kindred have the strongest hold upon the human heart.

THE RECORD IN POSTERS.

The greatest poster on record, according to a correspondent of the *Scientific American*, was one designed and issued by a Cincinnati firm in 1883, which contained a hundred sheets, each 30 by 40 inches in size. The poster was nearly 85 feet long and 10 feet high, and the pictures consisted of one single scene—a circus interior. It was a complete single picture from end to end. There are a large number of 36, 40 and 48-sheet posters produced annually, but larger ones than this are rare on account of the difficulty of posting. One or two great circus companies use regularly posters containing 64 sheets bearing a single complete scene.—*Profitable Advertising*.

NEEDS TO BE HAMMERED IN.

Quality of circulation is of no use to any advertiser without quantity, but quantity may be used profitably even if quality is lacking.—*Profitable Advertising, Boston, Mass.*

Senator Beveridge

Told in a famous speech in the United States Senate one side of his experiences in the Philippines. The other and more personal side of what he saw and heard, he will tell, exclusively, in THE SATURDAY EVENING POST, a weekly magazine (not a newsweekly paper). The weekly magazine is the 20th Century idea. Once a week is none too often to reach the public. The profitable medium for your use is the one most thoroughly read. THE SATURDAY EVENING POST has had a succession of the best writers, not big names alone, but big names that can write well and have something of special value to say. The result has been an average of 8,000 increase every week in its circulation.

Up to 215,000 February 1. No premiums—no schemes—no cut or club prices.

THE CURTIS PUBLISHING CO.

PHILADELPHIA.

A LESSON FOR BOYS.

The great Santa Fé Railroad system has a new general manager; his name is Henry U. Mudge, and the story of his rise is one that interests every boy in America who has to make his own way in the world, for it shows what possibilities there are for those who can "Carry a message to Garcia," as the rise of many another man has shown before.

When Mr. Mudge was but sixteen years old, his father went to Kansas and took up a claim near Sterling in that State. At that time the Santa Fé was pushing its track westward and young Mudge secured a job as water boy to a gang of track layers. When work was stopped for the winter the young water-carrier returned to Sterling and made a deal with the station agent there to do chores around the depot if the agent would teach him telegraphy. After but three months' practice at brass pounding, the lad was proficient enough to be appointed extra operator. Continuing in that line of work for three months, he took a six months' course as brakeman, another six months' as train baggageman, and before reaching the age of twenty-one became a conductor. Following this he was successively roadmaster, trainmaster, assistant division superintendent, division superintendent, general superintendent of the entire system, and now he has been made general manager of one of the greatest lines of railway in America. All this has been accomplished since the year 1872.

This is a simple and common story in the history of railroading in this country, and yet it is a story which is always of interest to the young men of the nation, for the record of such a career is an inspiration to effort—a lesson not likely to be lost upon those who have no capital except a stout and honest heart, a resolute will and a dauntless spirit. The world is full of such opportunities as those accorded to the young water-carrier of the Santa Fé, and it is for the lads who are growing up about us to grasp those opportunities and hang on like grim

death. The rewards are sure to come—not always in the form of management of great railway lines, but there are prizes in other fields that need tilling by good, industrious, painstaking and zealous men and boys.

The lesson contained in this simple story is merely that one must do the first thing that his hands find to do, whether it be carrying water, selling newspapers, blacking boots, driving a dray or sweeping a floor. The boy who sweeps a floor in first-class shape is certain to catch the eye of his employer sooner or later and nothing can keep him from promotion except himself. Good men were never so scarce as they are right at this minute. The man who can be depended upon everywhere and all the time is never long out of a job, and when an employer finds such a man he is counted a jewel above price in all the various places in the world where work is to be done. The lad who can carry water without loitering and spilling more than he brings into camp is worth his weight in gold to men who are thirsty.

Let us hope that the lesson contained in the career of the new general manager of the Santa Fé will put new courage in the heart of some boy who is just now thinking that he is not getting along fast enough, and that he is not appreciated. He may not be getting many bouquets from his employer, but the lad who does his duty is always appreciated and he is sure to rise.

Patience then, lads, and buckle down to the job in hand, even though the work be hard, unpleasant and the pay small. There is a big burst of sunshine just over the divide.—*Los Angeles (Cal.) Times-Mirror, Feb. 17.*

A MARKET SEEKER.

In the making of prosperity, industry is not the only requisite, nor is economy—though both are indispensable. There must be something additional. A market for the sale of products must be provided; and that market must be sought, and not waited for. There is no market seeker so successful as the daily advertisement. This does more and better work than would be possible to an army of agents, emissaries and canvassers.—*Advertising Notes.*

A Good Judge..

There is a prominent Republican judge in St. Paul famous for his rabid partisanship in political matters. The other day he stopped at his newsdealer's and as usual buying a copy of the St. Paul Globe, said: "I hate that paper politically but damn it, it's the best paper in Minnesota and I have to read it."

That's only a straw but it shows why the

St. Paul Globe

has such a large percentage of paid-in-advance subscribers.

Such a paper must of necessity be a good advertising medium, don't you think?

Let us tell you the story of our success and show how we can aid you.

THE GLOBE COMPANY,

ST. PAUL, MINNESOTA.

CHAS. H. EDDY,
10 Spruce St.,
New York City.

WILLIAMS & LAWRENCE;
HARRY FRALICK, Mgr.,
87 Washington St., Chicago, Ill.

ADVERTISING "CREAM
FOAM."

By John S. Grey.

I recently noticed in the advertising pages of *Everybody's Maga-*

H. Michelson, of 36 Broadway, a man who long ago made himself famous in the advertising world with his Florida Water, Bay Rum and Bay Rum Soap.

Thinking the advertisement of

"CREAM-FOAM"

FOR QUICK and EASY SHAVING

CREAM-FOAM" is a new shaving cream that is going to take the place of shaving soap, if obvious advantages count for anything.

It comes to you in a small collapsible tube, three inches long, holding enough to supply you for three months, if you shave three times a week. It is as pure as purity—clean, clear, smooth, delightful. There is nothing in it that will not actually help the skin to be soft and smooth;

Squeeze out a little on the hand, and rub it on the face. With a slightly moistened shaving brush, work it up a little. It almost flashes into lather, and such a lather!—rich, deep, creamy and heavy. You do not have to "rub it in" like a soap lather. Just let it alone a few minutes and go on about something else. **IT WILL NOT DRY UP**, but when you put the razor on, you'll find your beard softer than soap ever made it.

We'll send you the three months' supply for FIFTEEN CENTS and pay the postage ourselves...

Soap isn't so cheap, nor so good.

THE H. MICHELSEN COMPANY

36 Broadway, New York City

AN AD THAT "TALKS."

zine an attractive ad about a "Cream Foam" worthy of reproduction, I then sought out Mr. Michelson with the object of get-

ting to know all I could about the advertising of the new preparation. I found the preparation had been only four months on the market.

"I am at present trying only a little advertising," said Mr. Michelson, in answer to my question. "While I myself know that I have a good thing, I am not so sure the public would recognize it quick enough to reimburse me for a big advertising outlay. Sometimes the public are slow to respond and in such cases the man of small capital must go under. I have no large capital to invest, consequently I am going easy at first."

"What other mediums are you using besides *Everybody's Magazine*?"

"At present only *Field and Stream*. I have been advised to use a lot of sporting papers but I shall not do so. Sporting men are not likely customers for me. Cream Foam is intended almost exclusively for gentlemen who shave themselves. Sporting men, while they may be active in 'shaving' other people, always get shaved by a barber themselves."

"Are you pushing the preparation through the usual channel—the druggists?"

"I may do so; in fact, I am trying to do so, but you know the druggist is a pretty hard man to do business with. Unless you are prepared to make him mighty big concessions he will not handle your goods—particularly if they happen to be new lines. I am mainly pushing Cream Foam at present through the big department stores, and one of these will sell as many of the 'tubes' in a week as a whole city full of druggists. All the big department stores in this and other cities are handling the 'Foam,' and it is going at a satisfactory rate."

"Have you received many mail orders from your advertising in the two mediums you now use?"

"I am doing very well out of *Everybody's Magazine*, not so well out of the other. If I see my way clear soon I shall branch out into more extensive advertising. But I am of opinion that

the position of a general advertiser is very like that of the British in South Africa—they had no right to go into the war until they were well prepared, which it is now evident they were not. The advertiser who begins a campaign without the capital to see it through is very foolish. I believe it would take from ten to fifteen thousand dollars to advertise my Cream Foam as it ought to be advertised, right here in New York alone. But I have not that money to spare, and I intend to feel my way carefully and take no chances. That may not be a very aggressive way to advertise, but at any rate it is going to be my way. I leave the plunging for the young men to do. I am too old now to take any chances."

THE LOUD BILL.

If this bill should become a law, each publisher of second-class matter would have to employ a specialist on distances for his mailing department, because it would be necessary to know precisely all the towns and cities within the thousand-mile circle around his own place of doing business. Then he should know all the postoffices located on the circumference of the circle, and also all those outside the thousand-mile limit. New York and San Francisco, for instance, are on the seaboard, so the land area of these two cities, as far as this bill is concerned, is just one-half that of Chicago, St. Louis or any other inland city. This manifest injustice should be alone sufficient to defeat this bill.—*Newspaperdom*.

WANT AD ILLUSTRATED.



A CASHIER WANTED.

FOR THE PRINTERY.

Discussion seems to have pretty thoroughly established that the product of the office is its best medium; that blotters, mailing cards, booklets and the like, which are cheap and easily produced in any office, pay better in direct returns than newspaper advertising. This is of course reckoned on a cash basis, the newspaper space being paid for and the job work charged at commercial rates. In many instances it has been recited that scarcely an order could be traced directly to newspaper advertising, while hardly a batch of advertising matter was sent out that did not within a few days produce direct returns that much more than repaid the cost. The concession appears to have been generally made that job printing is one of the lines of business not well adapted to benefit by newspaper advertising. From the nature of the business, it is obvious that the bargain-counter idea can scarcely be applied, and, to put it in a nutshell, the bargain counter is the milk in the newspaper advertising cocoanut. In my own experience, the testimony of others is substantiated. I have little doubt that, in the case of newspapers having job departments, announcements through the advertising columns will pull to a considerable extent, as it is natural for a man to give his favorite paper his job printing, and he needs to be reminded that the jobbing department is constantly at his service, but it is different in the case of an independent house.—*Newspaperdom*.

A SERVANT GIRL'S EXPERIENCE.

A subscriber in Defiance, Ohio, informs us that about a year ago his servant girl answered a rheumatism-cure ad, and since then she is receiving every month the following monthlies: *Paragon* (4 copies), *Park's Floral Magazine*, *Woman's Home Journal*, *Boyce's Monthly* (3 copies), *Home Monthly*, *Columbian*, *Hearthstone*, *Gentlewoman*, *Illustrated Companion* and *Housewife*. This shows that the advertiser has sold her address to the publishers of all these papers. This subscriber also informs us that his servant girl values these papers highly, as she is using them to build her fire every morning.—*Mail Order Journal*.

NOT BAD.

A new wrinkle in advertising solicitation is that of the gentleman who, when he stretches his hand for a welcome, has in it twenty-five or thirty slips on which are printed indorsements of his medium from as many different people. One cannot resist the temptation to look them over, and as he does so he finds that the proposition is evidently of value.—*Profitable Advertising*.

FOR ADVERTISING MATTER.

Look over some letters you have written to prospective customers and you will find excellent material there for an ad. Many ads are written under forced circumstances when the writer is trying hard to say something brilliant, whereas in the letters you write you use natural, easy expressions.—*The Advertiser*.

KILLING THE COUPON SYSTEM.

An interesting story of killing coupon trading comes from Ipswich. A new shop was recently opened, coupons being given to every purchaser, and it was announced that the first customer presenting 50 would receive 50s. An enterprising trader, Mr. Henry Sneezum, found that for 45s. he could secure 50 coupons, and sent in his assistants, one by one, until he had laid out 45s., having kept the people behind the counter busy for more than half an hour. Then Mr. Sneezum, gathering up all his coupons, walked into the shop and blandly asked for the 50s. promised. The proprietor stated he had not taken as much, and did not respond to Mr. Sneezum's courteous offer to accept his 45s. on account. Mr. Sneezum could not get his coupons cashed, and then took out a county court summons, with the result that though he was notified the coupons were not intended to be used in the way he handled them, he received his 50s. and expenses, and the coupon announcements were withdrawn. He ultimately disposed of the goods he had purchased at the coupon shop for 30s., a loss of 15s.; but closed his "deal" just 35s. in pocket, and totally defeated the attempt to introduce an objectionable system of trading into Ipswich, which, of course, was of far greater importance.—*Publicity*.

ONE MAN'S IDEA.

In looking over the columns of the leading magazines I think all will agree that some of the page advertisers might advantageously cut down their ads to a quarter-page; some because bright enough to make the quarter-page sufficiently attractive (you remember the saying about the "smallest dose that will do the business"); some on the principle that "the less said is the better."—*Profitable Advertising*.

ILLUSTRATED WANT AD.



WANTED, LADIES AND GENTLEMEN FOR THE STAGE. SMALL AMOUNT OF CASH REQUIRED.

NOW OVER 4,000.

DECATUR, Ill., Feb. 20, 1900.

Editor of PRINTERS' INK:

I have just read the review of Illinois dailies with circulations exceeding 4,000 in Feb. 14 PRINTERS' INK, and from a tolerable knowledge of the field, outside of Chicago, I think you have been quite successful in making a fair statement. I note, however, that you concede a position in this preferred list to several papers who have not made detailed statements for 1899, though I believe you are warranted in so doing. But in view of this fact I feel that the *Daily Review*, that has made circulation statements to the American Newspaper Directory for the last eight years, never missing a year, is entitled to a place in the 4,000 list, as its average circulation for the last six months has been over 4,100. Following is the *Review's* circulation by years as furnished to the American Newspaper Directory: 1892, 2,132; 1893, 2,069; 1894, 2,219; 1895, 2,823; 1896, 3,058; 1897, 2,878; 1898, 3,338; 1899, 3,617.

Last August, by reason of certain consolidating changes which resulted in reducing the number of daily papers in Decatur from four to two, the *Review*, which had formerly been a six-day morning paper, changed to the afternoon field, furnishing its subscribers six afternoon papers and a 16-page Sunday morning paper without increasing the former subscription price of ten cents a week. This change resulted in a gratifying and steady growth, as can be seen by the monthly averages since the change:

September, 1899, 4,054; October, 1899, 3,927; November, 1899, 4,126; December, 1899, 4,199; January, 1900, 4,313; the first three weeks in February, 1900, 4,526.

This increase, coming as it did during the latter part of 1899, was only sufficient to bring the 1899 average as above stated to 3,617, which is the rating allowed us by the American Newspaper Directory. But our present bona fide circulation, spoiled papers and returns deducted, exceeds 4,500, and in view of the record that the *Review* has established for itself by giving detailed circulation figures for eight successive years, I think this showing should warrant PRINTERS' INK in giving the *Review* a place in the 4,000 class. Don't you think so?

Yours very truly,
J. P. DRENNAN, Mgr. Review Pub. Co.

AN UNDERTAKER'S NOVELTY.

NEW YORK, Feb. 22, 1900.

Editor of PRINTERS' INK:

I have never read or heard of an undertaker holding a reception and fur-

**STEPHEN MERRITT
BURIAL AND CREMATION CO.,**
open their new building,
19TH ST. AND 8TH AV.,
on Monday, 19th, at 8 P. M., with a
GRAND ENTERTAINMENT.
PUBLIC INVITED.

nishing refreshments at an opening of his business or new location.

Yours respectfully,

DAVID ROBINSON.

AN ADMIRER.

317 E. 116th St., N. Y., Feb. 21, 1900.

Editor of PRINTERS' INK:

Inclosed please find my subscription for one year for your worthy publication, PRINTERS' INK. I have been a reader of the same for many years, and would not do without it, as it is a great aid to me in my business. I have it sent to my home, as there is the place where I can read it carefully. Wishing you much success with the Little Schoolmaster, I remain, Yours respectfully,
LOUIS N. CRAKEN.

WHO HAS THEM?

HARTFORD, Conn., Feb. 26, 1900.

Editor of PRINTERS' INK:

Will you kindly give me the address in your columns of any firm or firms through whom electros of "stock" cuts of famous buildings and scenery in the larger cities of Europe and Asia may be obtained. The courtesy will be thoroughly appreciated by

Yours very truly,

G. E. CROSBY, Jr.

INFELICITOUS—PERHAPS LITERAL.

HARRISBURG, Pa., Feb. 22, 1900.

Editor of PRINTERS' INK:

In PRINTERS' INK for February 21 Mr. Bates commends a holiday menu from the Hotel Granada, St. Augustine. Still, is not the proprietor singularly infelicitous in inviting his guests to "sit down and feed"? H. C. C.

A LARGE advertisement gains momentum from its size.

When you are ready for INDIANA, investigate the present conditions of newspaper circulation in the evening field.

It is ALL PRESS now—

The Indianapolis Press

— not only in Indianapolis, but over the whole State.

PERRY LUKENS, JR., Eastern Representative, 29 Tribune Building, New York.

C. GEORGE KROGNES, Western Representative, Marquette Building, Chicago, Ill.

THE PRESS is owned by Major W. J. RICHARDS and JOHN HOLLIDAY.

A CANDID PUBLISHER.

In the death of J. Schabelitz, the Zurich publisher and author, the world of art and letters has lost one of its extraordinary characters. He was a shrewd business man, an excellent linguist, a skillful writer, and probably the most savage publisher who ever lived. When he accepted the famous memoirs of Count von Arnim, he wrote on the postal card, with the acceptance, the proviso: "I reserve the right to correct your infernally bad grammar."

To an aspiring poet who had submitted manuscript he answered by postal card: "I refused to be disgraced by printing your doggerel. I don't return the copy because you didn't inclose enough postage. If you will send it, with the price of this card, I will send it to you, but I don't think the stuff is worth the expense on your part."

One of his postal cards to a novelist read about as follows: "For Heaven's sake, come and take away the unnamable mass of paper you left here for me to look at."

An ambitious historian was crushed by the following, written, like all of his correspondence, upon a postal card: "You are making the mistake of your life. You don't want to study history. You want to learn how to write."—*Saturday Evening Post.*

MALLET ADVICE.

Mr. D. T. Mallett, the owner of the *Hardware Dealers' Magazine*, sends the following little doses of advice:

First: Find the publications whose circulations are among the class most likely to be interested in your product.

Second: Ascertain the circulations of the publications among said class.

Third: Choose the publication whose rate for advertising per thousand circulation is the lowest among that class.

EXPLANATORY.

For the "First" examine the make-up, appearance and general contents of the reading matter—put yourself in the readers' place.

For the "Second" consult the American Newspaper Directory and write the publisher, then draw conclusions—give yourself the benefit of the doubt.

For the "Third" divide the rate by the circulation.

If you do not fully understand the above, don't advertise until you do—unless you have money to burn.

D. T. MALLET.

ON THE PACIFIC COAST.

There is room for a good mail-order monthly on the Pacific Coast. At present the volume of mail-order business from west of the Rockies is small. The reason is that the distance from the large centers is so great, express charges extortionate and the time it takes to order goods and receive them so long. A good mail-order monthly, with headquarters in San Francisco and circulating throughout California, Utah, Idaho, Arizona, Washington and Oregon could in a short time develop quite a large number of mail-order advertisers in cities like San Francisco, Los Angeles, Sacramento, Portland, Seattle, Spokane, Tacoma, etc. Enterprising merchants in these cities recognize the advantages of a mail-order business. Many are at present engaged in it, but only on a small scale, depending on circularizing to get business. What the merchants there need, to do a mail-order business, is the facility to cover the far West at a small cost, and a good mail-order monthly on the coast would supply this facility.—*Mail Order Journal.*

MARBURG'S ELEPHANT.

Theodore Marburg, while en route to California a number of years ago, came up with a stranded circus in a small Colorado town. The proprietor was endeavoring to make some settlement with the landlord of a hotel, and Marburg, overhearing the conversation, was impelled to inquire into the trouble. His sympathy was soon enlisted and he made a trade with the owner that kept him out of jail and got him out of town. He agreed to pay his hotel bill and all other obligations incurred in the place, amounting to about \$500, for the privilege of painting on both sides of the elephant the brand of a Marburg tobacco, said painting to be renewed weekly and exhibited wherever the elephant performed. This advertisement, carried out to the letter, caused an immense sale of Marburg's plug-cut, and materially assisted in the firm's prosperity.—*New York Press.*

GOOD ADVICE.

If you have ideas but not the ability to express them, hire an intelligent man who can.—*Mail Order Journal.*

As it is desirable to do business every day, it is necessary to use the public prints daily.

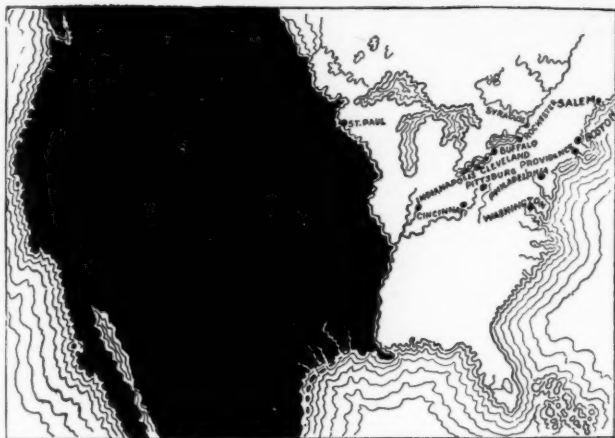
At This Office

10 SPRUCE STREET, NEW YORK

The Geo. P. Rowell Advertising Agency keeps on file the leading Daily and Weekly Papers and Monthly Magazines.

Is authorized to Receive and Forward Advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

Editors
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"PRINTERS' INK" OFFERS A STERLING SILVER SUGAR BOWL TO THE DAILY NEWSPAPER PRINTED EAST OF THE MISSISSIPPI RIVER BUT OUTSIDE OF THE CITIES OF NEW YORK AND CHICAGO THAT GIVES ADVERTISERS THE BEST SERVICE IN PROPORTION TO THE PRICE CHARGED. NEWSPAPERS BELIEVING THEMSELVES ELIGIBLE ARE INVITED TO SET FORTH THEIR CLAIMS IN A LETTER TO THE EDITOR OF "PRINTERS' INK."

THE THIRD SUGAR BOWL.

The following letter from the Salem (Mass.) *News* emphasizes what an excellent newspaper that publication is. To cover one's field as thoroughly as a blanket of snow covers the ground, and to do it at a cost approximating but a twentieth of a cent per line per thousand of circulation, is a showing the impressiveness of which is not easily set aside:

Office of
"THE SALEM EVENING NEWS."
SALEM, MASS., Feb. 20, 1900.

Editor of PRINTERS' INK:

We want to say something about the value of the Salem *News* compared to the Newark *News* in the contest for the Sugar Bowl.

The Salem *News* is published in a city of 35,000. The daily circulation in Salem averages 7,500. There are 5,052 houses in the city, so that we sell 2,500 more papers than there are homes.

We do not understand that advertisers are benefited if a paper does keep its receipts for circulation in a separate stocking, as the Newark *News* says it does. That is merely a matter of bookkeeping, having no more bearing on the value of a newspaper to its patrons than does the style of hat worn by the publisher. We keep an accurate record of the money received from pa-

pers, and in such a manner that any intelligent man can find out the total.

Salem is the natural center of a thickly populated territory, and the people in the surrounding places buy the *News* regularly. We append a list of the cities and towns we cover, with the papers taken in each. Peabody, Beverly, Danvers and Marblehead are really like wards of the city, because a stranger can hardly tell when he leaves Salem. The places embrace every town within trading distance of the city, and in thousands of families the *News* is the only paper taken. Peabody, for instance, a town of 9,000, hasn't even a weekly paper, although for years two were supported, until the *News* entered the field and compelled them to shut up shop. The *News* is really equal to five separate local dailies, because it has sufficient circulation in five different places to warrant the establishment of independent papers. The Newark *News* reaches figures high enough for that purpose in only one city. There are no other papers in our field worth considering, so that advertisers run no risk of losing trade because they do not use everything.

Here are the figures for the suburban circulation of the Salem *News*:

Peabody, 2,130; Beverly, 2,062; Danvers, 1,370; Marblehead, 945; Ipswich, 155; Manchester, 158; Essex, 144; Wenham-Hamilton, 245; Topsfield, 130; Boxford, 25; Middleton, 90; Lynnfield, 40; South Middleton, 17; Swampscott, 23; Lynn, 343; Boston, 405; Gloucester, 54; Cliftondale, 8; Newburyport, 25;

North Reading, 18; Wakefield, 8; Total, 8,395.

In addition the *News* has a mail list of 700 and some office sales.

The *Salem News*, in a territory of 100,000 people, must go into at least 17,000 families, or practically all there are to reach. Advertisers can cover the whole territory of the *Salem News*—at least one-third the population served by the *Newark News*—for one-ninth the cost of the latter publication, because our yearly rate for one inch of space, taking run of paper, is but \$30, against \$262.08 charged in *Newark*.

The *News* sells for one cent, and its first edition is out at 11.45, giving a long time for sales. Papers reach the most distant points by 3.30 o'clock. Probably less than 500 are transient sales. In *Salem* there are 125 regular carriers, and in the suburban district all the readers are regular subscribers.

The *News* is not in close competition with either *Boston* or *New York* papers, although a considerable number of both are sold here. They do not attempt to give the news of this section, while we cover both that and the general news, giving for one cent about as much information of the world's doings as the ordinary reader cares to absorb each day. The readers of the *News* comprise all classes, both the wealthy and working people.

When it comes to charges for space, the *Salem News* distances the *Newark News*. An advertiser who takes advantage of the yearly rates can buy space for \$30 a year per inch, or about one-twentieth of a cent per line per thousand circulation.

The *News* is always crowded with local and general advertising, and we might give several columns of testimonials—like a patent medicine advertiser—but in the face of the showing we make we do not consider anything of that sort necessary.

The *Salem News* has been printed twenty years, having in that time vanquished all opposition, including a dozen attempts to start new dailies, and weeklies that had run over one hundred years. We now have the field. This should show the standing, influence, etc., of the paper, because in such a good newspaper territory there must be merit in the *News* to allow it to continue victorious.

The *Salem News* does not print liquor advertising, or of the various remedies for private diseases. The *News* has never employed coupons or premiums to boom the circulation.

The editor of **PRINTERS' INK** has not personally examined the accounts of the *Salem News*, but he can do so if he cares to make an investigation. He ought to know that a paper like the *News*, with a clear field, and advertising rates based on a circulation of 5,000, has no inducement to make false claims regarding the size of its daily edition. If you allow our statements to pass as truthful, you must decide that the *Salem News* covers its field as thoroughly as the *Newark News*, while there is no comparison possible in rates.

One point in favor of the *Newark News*: Its circulation is given as net. The *Salem News* gives the number of papers sent to the dealers. Returns

are very small, however, as we cut orders to the lowest possible point. We keep a careful record of all returns, and the number is not sufficient to disturb the calculations of comparison.

The *Salem News* has press capacity to print 100,000 papers a day, and the remainder of the plant is in the same proportion.

We demand the bowl.

Yours very truly, ROB. DAMON.

Office of
"THE CONSTITUTION."
ATLANTA, Ga., Feb. 22, 1900.

Editor of **PRINTERS' INK**:

Kindly send us the conditions of entering the Sugar Bowl contest.

Very respectfully,

THE CONSTITUTION PUB. Co.

There are no conditions. Any daily newspaper printed east of the Mississippi River but outside of the cities of New York and Chicago that believes it gives advertisers the best service in proportion to the price charged in the territory named is invited to indicate the reasons for its belief in a letter to the editor of **PRINTERS' INK**, from whom it will receive careful consideration.

ONE of **PRINTERS' INK**'s readers who is poetically inclined sends the following effusion as being what he believes the Third Sugar Bowl is saying or thinking to itself:

I'm a Sugar Bowl of silver, solid, serviceable, neat.

The daintiest of articles for which you could compete;

A worthy prize to strive for, and a splendid one to win—

A beautiful receptacle to keep your sugar in!

I'm offered to that publisher who will most frankly talk—

East of the Mississippi (bar Chicago and New York)—

And prove to satisfaction that his daily paper yields

Best service at the lowest rates in advertising fields.

There'll be sweetness in me sometime, when some publisher has won

My saccharine capacity and filled me up for fun,

But at present there's the sweetness—and it certainly is sweet—

Of even being able in this contest to compete.

For it brings the satisfaction—'tis a pleasure of its own—

That at least an honest paper each competitor has shown,

'Tis a source of pride to tell it unto men who advertise,

That you really own a paper competent to win the prize!

You may have a score of relics in the shelter of your home,

Treasures from the far-off Indies, gifts from Paris or from Rome,

But you'll prize me far above them
 should you fortunately win,
 For the fact that you possess me proves
 you guiltless of the sin—
 The besetting sin of boasting about
 what one hasn't got—
 Claiming you've the greatest medium
 when you really know you've not!
 Proves you no exaggerator, proves you
 honest, truthful, fair,
 Proves you worthy of the advertiser's
 credence anywhere!

True, I'm worth a lot of money as a
 silver work of art,
 And in weight I have a value, from my
 beauty quite apart,
 But whoever wins my "Bowl-ship" will
 consider me a prize,
 For the reason I'm a magnet to all
 those who advertise.

When the winner has established that
 his paper gives the best
 Of service at the lowest rates, and
 stands the keenest test,
 He will find that advertisers will be
 buying up his space,
 Regardless of solicitors their ads to
 gladly place.

So, Eastern publishers, all ye who have
 ambitious aims,
 If you would like to win me, send along
 at once your claims.
 Forget that I'm a Sugar Bowl—regard
 me in the light

Of certain future business if your claims
 are just and right.

Competitors by dozens will be likely to
 compete,

But facts and figures only will enable
 you to beat.

I do not care who owns me, so now let
 the race begin.

My only sentiment is this—the best
 man ought to win!

Office of
 "THE TOLEDO BLADE,"
 Toledo, Ohio, Feb. 22, 1900.

Editor of PRINTERS' INK:

For several years we have felt justified in making two or three general claims for the *Toledo Daily Blade*, that come quite within the lines of your Third Sugar Bowl contest. We enter this contest, however, with reluctance and sorrow. Reluctance, because to make public advertising rates so low for a great daily casts reflection on the business management, and sorry for the finances of the other publishers should this contest reveal other publishers of large dailies who are selling space at a price relatively lower than the *Toledo Blade*. Seriously, the publisher to whom this Third Sugar Bowl will be awarded has our profound sympathy, and we are nervous and trembling with the fear that it may be awarded to ourselves.

The claims we have been making and now repeat are as follows: First, that the advertising rates of the *Toledo Daily Blade* are the lowest of any daily paper of over 20,000 circulation printed in the United States. Second, that less than a dozen daily papers in the United States carry as much advertising every day in the week as the *Toledo Blade*. We make other claims as to the amount of classified and foreign advertising, but the Sugar Bowl has to do mostly with our first claim.

The *Blade* is an afternoon two-cent

paper, no Sunday edition. It prints ten to twenty pages per day, 8 columns to the page. On rare occasions 8 pages, but never less. Take our last week's circulation for the six days. It was 20,600, 21,300, 21,800, 20,700, 20,800, 24,900. Total 130,100; average 21,683. The corresponding weeks of the past five years show averages as follows: 1895, 15,540; 1896, 15,834; 1897, 16,183; 1898, 19,767; 1899, 19,783. Note the growth shown in this period.

Now as to advertising rates. The price an inch, daily one year, run of paper, is \$75 gross, which is less than one-twelfth of a cent a line, gross, per thousand circulation. For bulk space contracts we get 50 cents per inch each insertion—say $3\frac{1}{2}$ cents per line, or less than one-sixth of a cent a line per thousand copies.

The *Blade* is printed on two Goss three-deck presses. It is delivered both in city and country almost entirely by carriers. Relatively few copies are sold on the streets to transient buyers. Twenty-two railroads radiating from Toledo distribute each day to over 200 towns something like 8,000 copies, which are delivered to subscribers before 7 p. m. About 14,000 copies are delivered by carriers in Toledo before 5 p. m. The Saturday edition, being of extra large size, answers the purpose of a Sunday paper for Toledo, and therefore has an extraordinary circulation that day. We cover thoroughly the field of Toledo, the entire northwest corner of Ohio, a little of Northeast Indiana and a little of Southern Michigan. And besides, we cover the entire oil field of Northwestern Ohio. We cover all this territory better than all other mediums combined.

The population of Toledo by the census of 1890 was 81,434. It is now conservatively estimated at over 100,000. If we use the divisor commonly employed to find out the number of families—namely, six—there are some 16,000 families in the city. The circulation of the *Blade* each day, therefore, fairly covers all the families in Toledo. And in the area of its distribution outside this city, it has a greater circulation than all other city dailies combined.

The *Blade* is the leading Republican paper of Ohio, and has the largest circulation of any daily paper in the State, excepting only the Cleveland and Cincinnati leading dailies. We believe these facts will be indorsed by the advertisers and citizens of Northwestern Ohio generally.

Very truly yours,

THE TOLEDO BLADE CO.

By F. T. Lane, Secy. and Treas.

An excellent presentation from an excellent daily. More—and more excellent ones—are solicited.

OF COURSE.

It is not necessary that an ad should be a model of literary style in order to attract attention, but it should tell something about the goods that the public would like to know. Every retail merchant tells this orally many times a day. He can say the same thing in his paper and make a large advance towards being a successful advertiser.—*Omaha Trade Exhibit.*

THE OLDEST NEWSPAPER IN AMERICA.

THE NEWPORT "MERCURY," FOUNDED
BY A NEPHEW OF BENJAMIN
FRANKLIN.

The Newport *Mercury* claims to be the oldest newspaper in America. It was founded by a relative of Benjamin Franklin nearly a century and a half ago and has been in existence ever since without change of name. It was one of the few papers in America to publish the news of the surrender of Lord Cornwallis. Its first issues were printed on an antiquated hand press. To-day its modern presses are driven by electricity.

How the *Mercury* came into being is an interesting story. In the year 1717 James Franklin brought a Ramage printing press from London and opened a printing establishment in Boston. His brother, the great philosopher, Benjamin Franklin, was bound out to him to learn his trade, and the two brothers worked together for several years.

In 1733 James Franklin started the first paper published in Rhode Island, called the *Rhode Island Gazette*. This publication also was short lived, having been discontinued at the end of six months for want of patronage. Just previous to his brother's death, Benjamin visited him after an absence of ten years. Being in feeble health and feeling that he had but a short time to live, James obtained his brother's promise that in the event of his death Benjamin would take his young nephew to Philadelphia with him and teach him the printer's trade. Accordingly at his father's death the boy went to Philadelphia.

In 1758 the son, James, returned to Newport and set up his press, the same his father had brought from London in 1717, and upon which Benjamin Franklin had learned his trade as a printer. This press remained in the office till 1859, when it was purchased by Mr. John B. Murray of New York and by him presented to the Massachusetts Historical Society, by whom it is still exhibited at the society's rooms in Boston.

On June 12, 1758, the first New-

port *Mercury* made its appearance. It was a little sheet of four pages, each page measuring but twelve by seven inches, and was sent forth under difficulties not to be understood at this day, when the newspaper is considered a necessity to all, but was then a luxury in which but a few indulged. It lived, and, although after a few years no more is known of its founder, he having left Newport suddenly never to return, his mother, Mrs. Ann Franklin, placed her imprint on the paper and issued it as before.

In 1763 her daughter married one Samuel Hall, who assumed charge of the business and conducted it until 1770, when he sold out to Solomon Southwick. This gentleman published the paper till December, 1776, when, fearing that the British, who were preparing to land, would destroy the appurtenances of the office, he caused the press and type to be buried in the ground. A Tory, however, ascertained the whereabouts of the buried articles and gave the information to the British, who dug them up and printed a paper while they remained.

It is at this period, while the British were in possession of the town, that it has been claimed that the publication of the *Mercury* was suspended, but Hon. Samuel G. Arnold, the recognized historian of Rhode Island, in his notes of that period in the *Mercury's* history, says:

"This interruption lasted about three years, from Dec. 2, 1776, to Jan. 5, 1780, during which time the *Mercury* was published at Rehobeth."

His authority for this statement is the *Providence Gazette* of March 6, 1779, so it would seem that the claim of its publishers that the *Mercury* has been published uninterruptedly since 1758 is indisputable and that this paper is really the oldest newspaper published in America.

After the evacuation by the British in 1780 Henry Barber purchased the paper. The *Mercury* remained in the Barber family, being published by different members until 1850, more than seventy years, when, upon the death of William Barber, it became the

property of Fred A. Pratt and George C. Mason. These gentlemen conducted the business together till in February, 1854, when Mr. Mason sold his interest to David M. Coggeshall, who remained Mr. Pratt's associate until April, 1858, when he in turn sold out to William Messer, and the paper was issued under the firm name of F. A. Pratt & Co. For five years this firm remained the publishers, until in December, 1863, Mr. Pratt bought out his partner and became proprietor.

No further changes in the ownership of the paper occurred till 1872, when John P. Sanborn purchased the entire plant and published the paper till 1894, when the Mercury Publishing Company was incorporated, with Mr. Sanborn as treasurer and manager.

Mr. Sanborn has been for many years a prominent figure in Rhode Island affairs. He has been eight times elected a member of the State legislature, twice unanimously chosen speaker for the house and two years a member of the senate. He is at the present time an active member of the legislature.—*North Adams, Mass., Berkshire Democrat.*

VALUE OF WINDOW DISPLAYS.

I think I never fully appreciated the value of window displays until a few days ago. A tailor has his office in his front window on a prominent street. I had an engagement with him and had a wait of five minutes while he closed an order with a customer. During the interval I sat idly looking into the busy street in front of me. The window was nearly on a level with the sidewalk. I was surprised to see how many people looked directly into the window, and apparently took close invoice of the interior. Men, women, children—every one, it seemed, glanced in. There wasn't anything interesting (I was screened), it was one of a hundred similar windows on the street. I counted nearly one hundred people who passed in one direction while I watched. Just about three-fourths of them gave a glance into the window that would have been sufficient to give them general information about any goods that might have been there on exhibition. It doesn't take an expert mathematician to conceive what a tremendous advertising power is too frequently entirely wasted or indifferently used by merchants who imagine window displays too much trouble to bother with. If one of the individuals will take a place in his own window for five minutes and watch the passing throng, he will change his mind.—*H. G. Wells, in Texas Publicity.*

SOCIALIST PAPERS.

The *Chautauquan* (Cleveland, O.) for February gives the following as a list of American socialist papers: *American Fabian*, monthly, soc., 973 Lexington ave., New York. *Appeal to Reason* (Social Democratic party), weekly, soc., J. A. Wayland, Girard, Kansas. *Citizen and Country*, weekly, \$1, Toronto, Ontario. *Class Struggle* (Socialist Labor party), weekly, soc., 117 Turk street, San Francisco, California. *Cleveland Citizen* (Socialist Labor party), weekly, \$1, 193 Champlain street, Cleveland, Ohio. *Coming Nation*, organ of Russian Communist Colony, weekly, soc., Duke, Georgia. *Commonwealth*, monthly, \$1, 28 Lafayette place, New York. *Co-operator*, organ of Communist Colony, weekly, soc., Burley, Washington. *Farmers' Review* (Social Democratic party), weekly, \$1, Bonham, Texas. *Freedom*, organ of Equality Colony, weekly, soc., Equality, Washington. *Freemen's Labor Journal*, weekly, soc., Spokane, Washington. *Haverhill Social Democrat*, (Social Democratic party), weekly, soc., Haverhill, Massachusetts. *Living Issues*, weekly, \$1, Salt Lake City, Utah. *New Light* (Social Democratic party), weekly, soc., Port Angeles, Washington. *People* (DeLeon faction Socialist Labor party), weekly, soc., 61 Beekman street, New York. *People* (anti-De Leon faction Socialist Labor party), weekly, soc., 184 William street, New York. *Proletarian* (Socialist Labor party), weekly, soc., Springfield, Massachusetts. *Social Democratic Herald* (Social Democratic party), weekly, soc., 126 Washington street, Chicago, Illinois. *Social Gospel*, organ of Christian Commonwealth, monthly, soc., Commonwealth, Georgia. *Worker's Call* (Socialist Labor party), weekly, soc., 36 N. Clark street, Chicago, Ill.

CHICAGO INGENUITY.

A great deal of time can be saved in reading electrotypes if one will hold the electrotype in front of a mirror. This reverses the type and makes the reading matter appear the same as print.—*Boyce's Hustler.*

WANT AD ILLUSTRATED.



YOUNG GENTLEMAN RESIDING IN
BROOKLYN DESIRES AN ATTENDANT FOR
A HORSELESS CARRIAGE.



Planters

IN EVERY CLIME

TESTIFY TO THE SUPERIORITY OF

HENDERSON'S SEEDS

"EVERYTHING FOR THE GARDEN"

Is the title of our Catalogue for 1900, and it is really a book of one hundred and ninety (190) pages, weighing a pound, containing over seven hundred (700) engravings and six superb colored plates of seeds and plants, and as each was drawn from nature, they show "as in a looking-glass," the best of the old and the latest of the new. Much valuable information is also contained in "Everything for the Garden," such as "How to grow flower and vegetable seeds," "Cold-frames and hot-beds, their construction and management," "How to grow large crops of smooth potatoes," "How to make fruit trees bear every year," "Injurious insects and diseases of plants and trees, the remedies and how to use them," etc., etc.

To trace advertising, and give our Catalogue the largest possible distribution, we make the following unusually liberal offer:

EVERY EMPTY ENVELOPE COUNTS AS CASH.

To every one who will state where this advertisement was seen, and who encloses us 10 cents (in stamps), we will mail the Catalogue, and also send, free of charge, our famous 50-cent "Harvest" Collection of seeds, containing one packet each of New Large-flowering Sweet Peas, New Giant Pansy, New Giant Comet Aster, White Plume Celery, French Breakfast Radish and New Freedom Tomato, in a red envelope, which when emptied and returned will be accepted as a 25-cent cash payment on any order of goods selected from Catalogue to the amount of \$1.00 and upward.

Peter Henderson & Co

35 & 37 CORTLANDT ST. NEW YORK.

COPYRIGHT 1900 BY PETER HENDERSON & CO.

A PRETTY CONCEPTION.

IN YORKSHIRE.

A Yorkshire draper found a sixpence on the floor of the shop. There was nothing startling about this, but like the shrewd man he was, he resolved to turn the incident to account, and put a notice in his window to this effect: A sum of money found in the shop on Tuesday last. Owner can have the same on stating amount.

One by one, nervously and cast down in look, came a perfect throng, amount-

ing to about 200 people, who out of sheer shame-facedness bought something. So each had lost money, some 5s., some more up to £20, but no one had lost sixpence. A splendid advertisement, cheaply obtained, and entirely due to shrewdness.—*Publicity.*

ALL men who advertise are not successful, but, with rare exceptions, all successful men have been advertisers.—*Red Hook (N. Y.) Journal.*

NOTES.

UNEEDA BISCUITS are advertised by signs on the waste paper boxes of Omaha.

THE corporation of Glasgow has by a large majority decided not to allow advertisements in its trams.

THE Brooklyn *Daily Eagle* has established a library in its building for the free use of its three hundred employees.

A BILL prohibiting the use of the American flag for advertising purposes passed the New Jersey House of Representatives on Feb. 20th.

WM. T. CRERAND & Co., 460 West Broadway, New York, publish at 50 cents a directory of manufacturers of cloaks, suits, wrappers, waists, skirts, furs and negligee garments.

It is asserted that the amount expended annually in newspaper advertising by the 236 members of the American Proprietary Association aggregates \$24,000,000.

FORCED to improve facilities by rapidly increasing circulation, the Brooklyn *Eagle* management has decided to put in its press room a new Hoe press of the latest type and to enlarge the three quadruple presses now in use.

THE Poughkeepsie (N. Y.) *Enterprise* of Feb. 21 states that Port Jervis merchants have raised \$600 with which to advertise the town in metropolitan papers, with a view to securing new industries and getting a boom in operation.

THE kind of advertising the Doxey hotel proprietor at Anderson, who refused Booker T. Washington, the colored educator and lecturer, entertainment at his hostelry is receiving is undoubtedly not appreciated by him.—*Goshen (Ind.) News*, Feb. 14.

PABST wishes Milwaukee to have the next Democratic National Convention and to that end issues a little envelope on the face of which is a half-tone picture of the Milwaukee National Convention auditorium, with the information that its dimensions are 140x325 feet and its seating capacity 15,000.

THE Philadelphia *Record* says: The duty on paper should be repealed for the reason that immortations are so small that the revenue derived therefrom is inconsiderable, and the tax on imports only serves as a means of enhancing the price to the domestic consumer by preventing foreign competition.

C. E. BENNETT, for seven years with the advertising department of the *Post* and for four years assistant advertising manager, left Saturday to assume a lucrative position with the Clark Advertising Agency, of Chicago. His associates Saturday afternoon presented him with a handsome ox-hide traveling outfit.—*Cincinnati (Ohio) Post*.

THE Pittsburgh *Post* issues a "Foreign News Service Map," being a map of the world with 112 dots. Not counting those in Mexico, Canada and the Hawaiian Islands, being the cities where the *Post* has its own resident cable correspondents, fifty countries are included. Dotted ocean lines show the routes traveled by the correspondents in organizing the news service.

UNDER the title of "One of the Old

Guard" Chas. F. Lummis contributes to the January issue of the *Land of Sunshine* (Los Angeles) an enthusiastic sketch of Gen. Harrison Gray Otis, of the Los Angeles *Times*, which he says is the most profitable newspaper property in the West, with a larger advertising patronage than any other newspaper west of the Ohio.

At a recent meeting at Sacramento, Cal., of the Public Improvement Central Club resolutions were passed that advertising fences are an obnoxious disfigurement to the streets, a menace to life and limb, breeders of disease on account of the fermentation of the paste, collections of filth and nuisances per se, and their abatement by the proper municipal authorities was asked.

THE entire week beginning February 11th the Dallas *Morning News* ran a double-page advertisement for the Armstrong Packing Company. The management concedes that it is by no means unusual for a big daily to run such a display for a single insertion, but believes that this is the first ad of its size that has been run through seven consecutive insertions in any daily.—*Newspaperdom*.

ON March 25 the Brooklyn *Daily Eagle* will publish a special Exposition Number, which will be of value to all Americans. The American exhibits will be described in detail. All Americans visiting the Fair this summer are cordially invited to make their headquarters at the large offices of the Brooklyn *Eagle* at No. 53 Rue Cambon. Every attention and courtesy will be paid to visitors, particularly the ladies.

AN anonymous correspondent sends this item to PRINTERS' INK: Paul E. Tarbel, who was an expert at advertising in Boston for some years, and under the nom de plume of "Paul Pry" published *Profitable Advertising, Publicity*, etc., has fallen heir to an estate of \$500,000 through the death of an uncle. Mr. Tarbel for about four years has been located in Chicago, interested in some patent medicine concerns.

FAME expresses its feelings as follows: "Fireproofine," sold by druggists, has the unenviable distinction of being advertised here in a more revolting fashion than any other proprietary article ever adopted. Sandwich men bearing the "Burned to Death" placards are bad enough. When that placard is put on a real hearse, and the hearse is driven through the streets of New York, the desired climax of repulsiveness has been secured.

IN the March edition of the American Newspaper Directory for 1900 the St. Louis *Post-Dispatch* gets credit for an actual average issue during 1899 of 87,204. The St. Louis *Star* is rated in the March issue of the American Newspaper Directory for 1900 with a circulation rating of B, or exceeding 40,000. The publishers have failed to furnish the Directory a detailed statement of its actual issues during 1899. These ratings reverse the positions these two papers held in the year previous.

THE La Harpe (Kan.) *Argus* has a genius who has evolved a novel device to whet the reader's curiosity, and thereby contribute to the effectiveness of an advertisement. Over a four-inch

double-column ad a slip of news paper of the same size was pasted by the edge, so that it easily "flapped," upon which was printed in large letters, "Don't lift this up." The inventor of course calculated from his knowledge of human nature that not one person in a thousand would obey the injunction.—*Newspaperdom, New York, N. Y.*

THE anti-department store law of Missouri imposes a license fee from \$300 to \$500 a year on all classes of goods designated by it and sold in any store giving employment to fifteen or more persons. The license commissioner, each city having one, decides whether the fee shall be minimum, maximum or intermediate. There are department stores in Missouri that deal in ninety or more different classes of goods. At a minimum rate such stores would be compelled to pay from \$27,000 a year upward in taxes. The small dealers and merchants in single lines of goods are fighting for the enforcement of the law by employing all legal help possible.—*Music Trade Review.*

MR. RICHARD L. LAWSON, editor of the *Country Postmaster*, Effingham, Ill., advocates a "postal remittance card" which may interest mail-order advertisers. Briefly stated, the plan consists of a series of cards and postal remittance stamps in nine denominations, as follows: 1, 2, 3, 4, 5, 10, 20, 25 and 50 cents. With not exceeding four of these stamps any amount from 1 to 99 cents can be produced, and the card sold for one cent in addition to the face value of the stamps thereon, payable at any money order office, less a fee of 0.2 cent. Each office is designated by a number to be borne by the stamps and cards, each being valueless without the other, so that if stolen they are of no avail.

THE growth of the foreign branch of the Laffan News Bureau has reached such proportions during the past year as to excite comment in newspaper circles here and abroad. Taking into consideration the traditional English aversion to innovations and the conservatism of the British press, it is surprising that an American agency should in so short a time have obtained such a strong hold in London and the provinces. The *London Times*, whose foreign news is the most complete in the world, after an examination of the original cables received by the Laffan Bureau's London office, made an ex-

clusive arrangement for obtaining its dispatches from Manila. This was at a time when hostilities in the Philippines were very active. The outbreak of the war in South Africa has brought to the Laffan service the prestige of some notable "beats."—*Newspaper Maker, New York, N. Y.*

THE Indianapolis (Ind.) *Press* of Feb. 19th contained a portrait and sketch of J. E. Wilson, advertising writer and window dresser of the When Clothing House. The following facts are interesting: He started in business in Grand Rapids, Mich., with Houseman & Jones. As a boy he wrote the extensive advertisements and did part of the window dressing. Recognizing his ability, the clothing firm of L. & G. Strauss, of Lexington, Ky., made him an offer, which he accepted, and with that house he not only wrote all the ads and dressed windows, but did a large part of the buying. His most important work was done for the Louisville firm of Levy Bros., where he placed advertising to the amount of \$40,000 annually, writing every one of the ads, illustrating them by making original drawings and designing the borders. Leaving Levy Bros., he became manager of the "New Mammoth Clothing House" of Simonson, White-son & Co., at Louisville, and came from that house to the When.

TWELVE hundred square feet have been set aside by Commissioner General Peck in the department of liberal arts and chemical industries of the American portion of the Paris Exposition for pictorial advertising. The work of making the exhibit has been delegated to Frederick W. Gardner, of Chicago. The principal advertising, lithographing and engraving firms of the country have been called upon to take part. Among those represented are Edward Penfield, Will Bradley, Edwin Keller, Louis Reed, Rube Merrifield, W. W. Denslow, Frank Leyendecker, J. C. Leyendecker, Maxfield Parrish and Isaac Morgan. The jury assigned to make selections from the thousands of posters has been at work culling the desirable pieces for the exposition. E. B. Mower was selected to pass on the advertising merit, W. W. Denslow acted as the art critic. The catalogue is being prepared and the work is expected to present a creditable appearance for the advertisers and lithographers as well as the artists.

MODERN appliances mean reduced cost, better work, quicker work, etc. Why, when it comes to

Printing

we certainly ought to stand at the head. We have one of the largest and most complete up-to-date plants. Our own three-story building, containing 30,000 square feet of floor space, includes complete pamphlet bindery.

We discount our bills, you know that means rock bottom prices.

Booklets

and advertising literature are our specialty. On runs of 100,000 and up, we are prepared to give figures that will be to your advantage.

A line to us may save you many dollars. Try it.

THE DANBURY MEDICAL PRINTING CO., DANBURY, CONN.

A BALM OF ADVERTISING.

Lives of great men all remind us
We can make our lives sublime
Just by doing as they all do;
Advertising all the time.
—*Manistee (Mich.) News.*

WHO WRITES THE ADS?

"Who writes the advertisements?" was a question asked of a well-known implement man, who is accredited with having catchy and yet simple and plain ads. "That depends," was the reply. "Of course we have one man who attends to getting the copy ready for the printer, but he has a peculiar way of getting the few words he uses. He decides on what article or articles he wishes to advertise, he next finds out who are the most successful salesmen, and the most unsuccessful. He talks with each; he finds out what objections customers put forward, and what arguments the salesmen advance. He searches the letter files and catalogues for strong talking points, and out of the mass of memoranda he evolves the few lines for his ad. He does this in order to be able to place himself in touch with the buyer, or in other words, to put himself in the place of the buyer, that he may view the matter from both buyers' and sellers' view point." The ad man when asked the same question replied: "The best salesmen we have; I do the pencil work, but the boys who must meet argument with argument are the real adwriters, but they don't realize. Any good salesman can furnish the base for a good advertisement of an article he is thoroughly acquainted with."—*Farm Machinery, St. Louis, Mo.*

THE CAT WHO WENT FISHING.

A cat having a fondness for fish, and observing the facility with which a man pulled them from the water with a line, decided to try it on herself. According she took a position on a fallen log and dabbled her tail in the stream, hoping in this way to secure a bite. But alas! A hungry alligator happened along and, considering cats a delicacy, took poor puss in at one bite and looked around for more.

The sage who happened to know a thing or two, observing the sudden demise of the feline, remarked:

"How true it is that the dabbler in advertising is sure to get bitten, because he does not recognize that every string of papers is not a puller."—*Agricultural Advertising.*

THEY ARE BEST.

The newspapers and periodicals with the largest circulations reach the great middle class, which buys everything. They're the best advertising mediums.—*Profitable Advertising.*

In connection with the recent meeting of the American Publishers' Association in this city was the launching of an association of advertising agents. The organization was perfected under the name of the American Advertising Agents' Association, with the following officers: President, Charles H. Fuller; first vice-president, Lyman D. Morse; second vice-president, U. K. Pettingill; secretary, J. Frank Hackstaff; treasurer, George Batten. The initiation fee was placed at \$100, and the annual dues \$25.

AN INTERESTING QUESTION.

If an advertiser used only those mediums whose circulations were actually known to him, how many would he use?—*Profitable Advertising.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the **EVERING POST**, Charleston, S. C.

WANTED—Coupon scheme for mail-order business. Box 158, Columbia, Tenn.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—**THE EVERING POST**.

WANTED a second-hand two-revolution press and folder. Address **GENIUS OF LIBERTY**, Uniontown, Pa.

NEWSPAPER man (practical printer) age 28, experienced reporter, wants situation. References. "R. FORSTER," care Printers' Ink.

HALF-TONES (quality guaranteed), one col. \$1; 1/2 doz. \$5. Two col. \$2; 1/2 doz. \$10. Letter, 10c. per square inch. Send good photos. **BUCHER ENGRAVING CO.**, Columbus, O.

WANT agents' articles; nothing but legitimate specialties from mfrs. considered; send information and samples; look us up in Bradstreet's. **PETTIBONE BROS. MFG. CO.**, Cincinnati, O.

WANTED, for cash, whole or controlling interest in well-established trade paper. Give essential facts (in confidence) and send copies of the paper. "C. M. S.," care Printers' Ink.

I AM a successful newspaper man of some means and I want a location to start a daily in a town that will render financial assistance by taking stock or otherwise. Address "O.," care Printers' Ink.

FERNALD'S NEWSPAPER MEN'S EXCHANGE searches out competent editors, reporters and adv'g men, and recommends them to publishers; no charge to employers; registration free. 10 Cedar St., Springfield, Mass.

WANT position in New York as assistant to advertising manager of department store or general advertiser. Good adwriter. Experience gained by nine years' work in a newspaper office. Like hard work. Age 22. Address "ASSISTANT," care of Printers' Ink.

AM writing advertising that is bringing results, but want to change for chance to show more ability. Can take full charge of medium-size dept. store or as assistant to general advertiser; good recommendations. Address "RESULTS," care Printers' Ink.

A FIRST-CLASS editor and all round newspaper man, a college graduate, who has filled every position on a big Eastern daily from reporter to editorial writer, would be pleased to hear from any paper that needs the services of such a man. "O. K.," care of Printers' Ink.

ORDERS for 5-line advertisements 4 weeks \$10. In 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. This price includes **PRINTERS' INK** for one year.

YOUNG MAN wishes to represent high-class trade journal in Chicago and the West. Successful experience. Thoroughly acquainted with both the field and the work. Salary and commission basis. At present holding responsible position with Chicago daily. Satisfactory reasons for desiring change. Address "TRADE JOURNALIST," care Printers' Ink.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 108 Spruce St., New York. Service good and prompt.

STOCK CUTS.

REPRODUCTIONS of art subjects and from photos. Sample sheets for stamp. **STANDARD OF NEW YORK**, 61 Ann St.

BUSINESS CHANCES.

EXTENSIVE advertisers—A first-class printer, with modern job printing plant (valued at \$1,000), will engage his services and equipment for a salary to a responsible firm. Address "C. B.," Printers' Ink.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the LEDGERETTE in job printing department. Every sale establishes permanent customer for printed statements. W. R. ADAMS & CO., Detroit, Mich.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued March 1, 1900. Price, five dollars. Sent free on receipt of price. G. K. P. ROWELL & CO., 10 Spruce St., New York.

NEWSPAPER METALS.

METAL-MAKING—We've been at it for nearly a half century. The reputation we've gained in this time we intend to keep always. Write us about stereotype, linotype and electrotypes metals and metal melting pots. E. W. BLATCHFORD & CO., 34-70 N. Clinton St., Chicago. "A Tower of Strength."

SUPPLIES.

REVOLVING dating stamps; stamps day, month and year; 2c. postpaid; rubber stamp cat. for 2c. stamp. MAGILL, 708 S. 5th, Philadelphia.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd. 13 Spruce St., New York. Special prices to cash buyers.

BOOKS.

POINTS Frequently Overlooked, 12c., postpaid. MONITOR CO., Publishers, Cincinnati, Ohio.

VIRGINIA Teachers' Directory, containing 8,000 names and addresses. Guaranteed fresh from superintendent. Address: J. S. GRUBER, Reliance, Va.

NO label or coupon necessary. Just send us your name and we will send you a copy of our cook book containing over 300 recipes for cooking with wine, brandy, etc., and 50 different directions for making fancy drinks at home. C. E. SWLEZEY, with Brotherhood Wine Co., N. Y. City.

FOR SALE.

CONFEDERATE money, any denomination. LALLA R. BLANKENSHIP, Attalla, Ala.

FOR SALE—Agricultural magazine, 5,000 circulation, well established, best of reasons for selling. "T. F. M.," care Box 413, Madison, Wis.

STONEMETZ perfecting press, 8,000 per hour, four or eight pages, for sale cheap; \$1,000. Now in daily use on THE ENTERPRISE, Brockton, Mass.

FOR SALE—The strongest combination of advertising space in Philadelphia. PHILADELPHIA & READING BY CO. Chas. A. Klink Advertising Agent, Reading Terminal, Phila.

A FEW thoroughly rebuilt cylinder and platen presses, which we have taken in part exchange for our high-grade Golding jobbers and Pearl presses. Will be sold at cost to close out. GOLDING & CO., 78-80 W. Jackson St., Chicago.

ONE million or more original letters from '95, '96, '97, '98, and '99. Will be sold in lots to suit the purchaser. They have never been copied or used. Let me know the quantity you want and I will make the price all right. Will sell for cash only. Address H. A. GRIPP, German Artist, Tyrone, Penn.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

ADVERTISING NOVELTIES.

NOVELTY Ad Folders. Write to CHICAGO ENVELOPE CLASP CO., Niles, Mich.

TRICYCLE wagons for merchants, \$10; lettered to suit. ROADSTER SHOPS, Camden, N. J.

ACTIVE mail-order agents to handle automatic postage stamp affixer; quick seller. Write for particulars. NAT. AUT. STAMP AFFIXER CO., 323 N. Water St., Philadelphia, Pa.

FOR the purpose of issuing announcements of Advertising Novelties, likely to benefit readers as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEW ad novelty suitable for Easter or spring opening in any business. Any job printer can make it. Sample, with instructions for making, 25c. silver. C. S. MORSE, Amesbury, Mass.

CAPS and hats are being used by many advertisers to advantage. We should be pleased to lay before you samples and prices. BROWN & BIGELOW, Mfrs. of Specialties for Advertisers, St. Paul, Minn.

UP-TO-DATE advertisers use banners on their wagons. Most unique and attractive device ever invented; any style wagon changeable with 6 inch gas plyers. GEO. W. BARTLETT, patentee, 134 E. Van Buren St., Chicago.

NEWSPAPER BARGAINS.

\$10,000 OPENS up a great proposition in Massachusetts—monthly 14,500 circulation; weekly 2,350 circulation, etc., etc. \$4,000 buys a big weekly bargain in Indiana. \$2,000 gets a half interest in a New England daily. It's a snap.

\$8,000—cash required \$2,500 or more—buys a money-making newspaper property in Idaho. Owner has enough \$3 and wishes to retire. \$1,750—with only \$700 or more cash—buys a good paying weekly property in Oregon. \$2,000 buys a reliable weekly property in large, fast-growing New England town. \$4,000 buys one-half interest in a fine daily and weekly property in Illinois. An experienced man only required.

Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them.

C. F. DAVID, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties.

GREAT DAILY—FOR SALE.

ONE of the very best daily properties in New England States, to wit: \$15,000—\$5,000 or more down—buys a great daily proposition. Doing a prosperous business in one of the most thrifty, fast-growing cities in Massachusetts.

A man with \$3,000 to \$5,000 in cash can control a great weekly proposition.

Dailies and weeklies for sale in other States by C. F. DAVID, Confidential Broker in Newspapers, Abington, Mass., 28 years' experience.

THE man who has something to offer advertisers is invited to look over and into every advertising proposition and the better he does it, the more confident are we that his order will come to us.

No cheaper and none half so good and profitable as the advertising space in PRINTERS' INK will be found.

Classified advertising—set solid without display—costs 25 cents a line each insertion, display advertising 50 cents a line each insertion. Address orders to

PRINTERS' INK,

10 Spruce Street,

NEW YORK.

POSTAL CARDS.

USE many postals! We print them for ten cents per thousand. Write us. FINK & SON, 4th and Chestnut Sts., Phila.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 5,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to receive the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

NICKELL MAGAZINE ad rates, 30c. a page line, \$50 page; 5, 10 and 20 per cent. dis. on 3, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,003 weekly, among wealthy ranchers; growing rapidly; 9c. a page line; no medicine ads.

HARDWARE DEALERS' MAGAZINE.

Three hundred regular advertisers. DANIEL T. MAILLETT, Publisher. Broadway and Murray St., New York City.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$50; 500 inches, \$80; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 20 cents per inch on 3 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 360 inches; 20 per cent on 620 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 737 Park Row Building, N. Y.

MAILING MACHINES.

PAN-AMERICAN Matchless Mailing, pat. Jul. '79. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

ADVERTISEMENT CONSTRUCTORS

MISS WOOLLE makes special offer. 6 Wall St., New York.

FORCIBLE ads which convince. FRED GOLD-SMITH WALKER, Salem, Mass.

ADS that pull. Sample #1. CHAS. A. WOOL-FOLK, 446 W. Main St., Louisville, Ky.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

DIVERSIFIED advertising in verse—booklets, street car cards, etc. ADAMS, 1202 Michigan Ave., Chicago.

ONE of my clients uses postal cards to advantage; cheap, effective; send for particulars. GEORGE HENRY SMITH, Box 2816, N. Y. City.

ADS. CIRCULARS. BOOKLETS effectively written. JEDSCARBORO, Brooklyn, N. Y.

BUSINESS LITERATURE. Attractive booklets that bring results are written and prepared by HARRY B. WILSON, 150 Nassau St., New York.

SOMETHING of special interest to adv'g managers of daily newspapers regarding non-adv'g business men of your town will be mailed free upon request. "BUSINESS PROMOTERS," 48 S. 9th St., Columbus, O.

USE small space? If you spend \$10 a week, my monthly service, \$10 a month, will make your space stand right out, bring results for others, ought to be for you. GEO. H. HAYWOOD, 9 1/2 Myrtle St., New London, Conn.

THE ads that add most to the sales of advertising pharmacists are written by the MEDICAL ADVERTISING BUREAU, 100 William St., New York. A pamphlet written by them is a positive profit producer. Just inquire.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other puer in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

WHAT! you "full" again? said the janitor. Yes, replied the waste paper basket, and just as long as men who mistake themselves for shrewd merchants keep on sending my boss poorly gotten up, say nothing trade literature I'm certain to be "full" every day before lunch. The "old man" keeps only the first-class, thoroughly "up-to-date" things, and all the ordinary printed stuff comes straight to me. That "basket" told the truth, and knowing this I prepare commercial literature of every character. FRANCIS L. MATLE, 408 Sanson St., Philadelphia. When writing me, shun postal cards—shun them hard.

Columbus, O., Feb. 24, 1900.

We inclose you a check for \$18.25 in payment of account. The advertising in PRINTERS' INK brings us good results, and we will continue carrying space for some time. We consider PRINTERS' INK one of the leading factors in building up our business, and we only use a three or four liner at that. Very truly yours, BUCHER ENGRAVING CO.

The classified advertising in PRINTERS' INK is profitable and costs 25 cents a line each insertion. Address order to

PRINTERS' INK,

10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to six inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, MARCH 7, 1900.

AFTER the Third Sugar Bowl has been awarded, the Little Schoolmaster will give another, the fourth, to that daily in the entire United States, barring no section, which gives an advertiser best service in proportion to the price charged. To secure the Fourth Sugar Bowl will be to obtain an enviable distinction.

A WRITER in *Profitable Advertising* claims that there are indications of growing favor in regard to religious publications among advertisers, experience having proved that these publications have real advertising value. He points out that the four large religious organizations known as the Protestant Episcopal, Methodist Episcopal, Presbyterian and Congregational represent a listed membership in excess of five millions, or number seven millions, if one take in consideration the unlisted portion, and that this quartette of churches in 1898 gave for church purposes \$56,127,682, being \$11 each for the listed members. "Where," he inquires, "is there a secular body that contributes anything like this amount for carrying on a work from which the members can expect no worldly profit?" The word "worldly," it may be remarked in passing, is here used as the opposite of heavenly, not as a mere mark of emphasis.

In the death of Benj. Wood, who died on Feb. 24th, aged eighty years, the metropolis lost a newspaper man who saw the possibilities of one-cent journalism at a time when its potentialities were far from apparent. Mr. Wood stood at the helm of the *New York Daily News* for forty years, and was a staunch supporter of the Democratic organization that rules the city. His influence over the workmen of New York will probably never be equaled by any newspaper editor. It has been remarked that one never sees a well-dressed man reading the *Daily News*; a perusal of that newspaper and the indications of mechanical labor appear always to be concomitant. Not at all read by the middle classes, it is the only newspaper of which the man in overalls or with dirty hands thinks highly; and its influence over him is perhaps as much due to the fact that it is always on the level of his mentality as to any other. As an advertising medium to reach that class, its position and merit have always been unique.

THE Royal Baking Powder Company has secured in Louisville a temporary restraining order and injunction whereby R. T. Royal, of that city, is restrained from using labels or advertisements by which the impression is conveyed that his baking powder is that of the complainants, or from offering his commodity as the Royal Baking Powder; but it is also expressly provided that nothing in the order shall prevent the defendant from using his own name upon other labels or other advertisements relating to baking powder where it shall be clearly and unmistakably specified and clearly and unmistakably shown upon such other labels and advertisements that the baking powder to which they relate is made by the defendant and is his product as distinguished from the product of the complainant. There is a similar suit now on trial in the same city between Hood's Sarsaparilla people and J. C. Hood, of Louisville, whose main preparation is J. C. Hood's Sarsaparilla Bitters.

THE proposition for the appointment of a commission to study the commercial conditions in China and Japan, embodied in bills now before Congress, is along lines similar to those already adopted by several nations. The document recently issued by the Treasury Bureau of Statistics, "Commercial China in 1899," shows that experiments made by other nations in sending commissions to the Orient have been satisfactory. The British Commission, or "Commercial Mission," spent part of 1896 and 1897 in China, devoting eight months to a trip from Shanghai up the Yangtze, thence southward to the head of the West river, by which they returned to the seaboard, reaching Canton and Hongkong after eight months of travel and study, giving to the British public an elaborate and valuable report on the wants, consuming power and general conditions of the people of Central and Southern China. The French mission was absent from France nearly two years, returning in October, 1897, after a thorough investigation of agricultural, industrial and commercial conditions, which is not to be made public, but recorded for the use of the several chambers of commerce which shared in the expedition. The French are somewhat wary of the publication of this report, since a commission sent to China in 1843 for the purpose of discovering means of extending French trade published an elaborate report which is said to have become more profitable to England than to France. The Germans, profiting by this example, have also omitted to give to the public the result of the work of their Commercial Mission, which returned to Germany in 1899 after fifteen months' study of China and other Eastern Asiatic countries. This German Commission collected large numbers of samples of the goods required and used, and created from them an exhibit only open to those actually interested in the trades concerned and to members of chambers of commerce and certain officials, no other persons being admitted. The

Nord Deutsche Zeitung of April 20, 1899, states that the exhibit includes over 50,000 samples.

MR. K. CLARKE, an advertising agent of 96 Maiden Lane, New York, tells this little story:

A Brooklyn man came to me recently and said that he had decided to sell his house. A few days later his wife called at my office, arrayed in smiles and good clothes, and said: "Mr. Clarke, we read the lovely advertisement of our property, and neither John nor I could think of parting with such a wonderful and perfect home."

THE Automaton Advertising Company, 21 North Thirteenth street, Philadelphia, makes a specialty of automatons of any size. Among those on hand is a girl holding an umbrella, over which water from an unknown source flows, dripping in the receiving pan in a continuous shower; Gretchen at a spinning-wheel in motion; a clown who thrusts his hand into a conventional-looking hat, producing therefrom numerous articles in quick succession, after the manner of the professional magician; "mom's away," representing a little boy sampling the jam by dipping his hand in it and licking it off, frequently turning his smeared face away as if fearing detection; and so on.

TALKING of the New York "skyscrapers," a writer in the New York *Sunday News* of Feb. 25th says that as real estate investments they are not to be given the preference over more modest architectural creations, but continues:

You have no idea, however, how much of an advertisement one of these enormous structures is to a life insurance company, for instance, whose business is not confined to one country alone, but is international in its scope. Handsomely gotten-up calendars, booklets and other forms of advertising, in which no expense is spared, form the background for photogravures of the tall structure, which is then described as the "Home Office of the Reliable Company." These "tracts" are sent broadcast, and the picture is seen and admired in Europe, Asia, Australia and Africa, as well as on the Pacific slope and in other remote parts of the United States. Many who see it immediately imagine that the entire building is occupied by the company, which must be a great and strong one to account for its bigness and grandeur, and therefore a good one in which to have a policy.

IN the days when Ireland had a Parliament of her own, there were, as in England at the same period and for a half century later, heavy taxes on advertisements in newspapers. All advertisements paid these taxes, excepting only the official advertisements issued from Dublin Castle. In 1786, the Irish patriots who were worrying the Government on this and every other conceivable question, made a strong stand against advertisement taxes. It was urged that they were intended to keep down the press of which the Government was afraid; that they were a hindrance to business; and in short that, as they yielded but a small return to the Treasury, the Government could not possibly have any defense for them. But the Attorney General of that day, afterwards the famous Lord Clare, was ready with a defense of these duties and embodied in his speech in support of them was one reason which to-day has its value for advertisers, as much as it had for those of Dublin of a hundred and twenty years ago. "I do not find," he said, "that the number of advertisements is likely to be diminished by the tax. But if it did stop those which are the peculiar disgrace to this country—by promising to set land to the highest bidder without any preference, whereby the poor tenantry are racked to death, I should think it a national benefit. Persons who put forward such shameful advertisements ought to be taxed to make some retribution to their country for the injury they do. *Another reason I have to be pleased with the tax,*" continued the Attorney General, *"is that it will correct the style of the country. People will learn to concentrate their language and express themselves in more concise terms."* In reproducing the Attorney General's speech from the *Irish Parliamentary Register* of Monday, February 13, 1878, PRINTERS' INK has italicised that part of it which is so applicable to many present day advertisers. Wordiness—lack of conciseness—was the failing of the Irish orators to whom the Attorney General was compelled to listen from four o'clock in

the afternoon until well into the morning in the days when there was a Parliament on College Green; and it is equally a failing with many advertisers who buy high-priced newspaper space.

THE growing regard in California for Mr. M. H. de Young, proprietor of the *San Francisco Chronicle*, is an interesting fact. His appointment as one of the Commissioners to the Paris Exposition is received with expressions of satisfaction throughout the State. The *Chronicle*, whatever may have been its beginning, has for some years been recognized as the representative on the Pacific Coast of conservative, respectable journalism, while by no means deficient in enterprise. It will not be strange if its owner should eventually achieve his life's ambition—a seat in the Senate of the United States.

IN a recent letter to *Profitable Advertising*, John Lee Mahin, the Chicago advertising agent, makes this interesting statement:

I do not believe that any publisher of an advertising journal is competent to express opinions right and left. The true function of the journal is simply to say So-and-So says this, and So-and-So says that; then you have data that is worth something.

Mr. Mahin's idea is fundamentally if not entirely correct. The purpose of a journal devoted to the discussion of advertising, like PRINTERS' INK for instance, is to serve to its readers the views and opinions of people who believe they have views to express and to leave those readers to decide which are of value to them and which are not. This function does not preclude the editor from expressing his own opinions with the greatest freedom, and readers should treat these opinions as they treat all other opinions expressed in the publication—let their reasoning powers act upon them, and reject those which do not appeal to their judgment. The editor of an advertising journal who believes he is infallible is always ignorant of one vital fact—that nature, to be consistent, should have lengthened his ears and given him two more legs.

THE advertisement of "When Knighthood was in Flower" in the March *Scribner's* is worth looking at.

SOME of our merchants who are a little timid about advertising may be interested to know that Barnum spent \$600,000 yearly for advertising. Robert Bonner \$400,000 and Babbitt, the soap man, \$350,000. And all these men made fortunes chiefly through this instrumentality. It pays to advertise in the *Standard*.—Putnam (Conn.) *Standard*, Feb. 14.

The foregoing seems to say that Barnum spent \$600,000 per year, Bonner \$400,000 per year and Babbitt \$350,000 per year, in the Putnam (Conn.) *Standard*.

SOME QUERIES ANSWERED

TRENTON, N. J., Feb. 23, 1900.

Editor of PRINTERS' INK:

I write to you begging information in regard to writing advertising matter:

- (1) The prices charged.
- (2) In what form they are sent to the purchaser.
- (3) The kind of published matter I should use.

(4) Where could I get a copy of *Advertising Experience*, *Profitable Advertising*, *Ad-Sense*?

Hoping this letter will not inconvenience you in any way, and you will favor the above request, I will close, looking for a reply.

Yours truly, CHAS. S. REEDER,
311 Calhoun street.

(1) The prices charged differ as widely as the characteristics of men. Some adwriters think themselves amply paid by amounts which others regard with contempt. The character of the work for which the price is charged also has considerable to do with it.

(2) They may be sent written, typewritten, in the form of printed proofs or of plates. When sent written or typewritten it may be well to indicate the kind of types to be used.

(3) That depends upon the kind of service you purpose to render, which you will indicate in your announcements. You may find the "classified" columns in PRINTERS' INK, costing only 25 cents for a line of six words, of value. A number of adwriters have praised them enthusiastically.

(4) *Profitable Advertising* is printed in Boston, *Advertising Experience* and *Ad-Sense* in Chicago. Each publisher will send you a copy for a dime.—[Ed. P. I.

AN ADVERTISER'S DILEMMA.

PHILADELPHIA, Feb. 19, 1900.

Editor of PRINTERS' INK:

To introduce "Mother's Bread" (a loaf produced by a new patented process) I determined upon a new style of newspaper advertising, shown by inclosures A and B. I had a good bread to advertise, and, I believed, a good style of advertising. I secured the services of Mr. H. I. Ireland, advertising expert, and put a large sum of money into the work. Half pages, fourth pages, eighth pages and smaller space were used and naturally this peculiar style became clearly identified with Kolb's "Mother's Bread."

Another advertiser has adopted my style; see inclosure C.

Now, the question arises—shall I continue the style of advertising for "Mother's Bread" after it has been used for a medicine, or shall I discontinue and again devise something?

May I have the valued opinion of the Little Schoolmaster?

Respectfully,

LOUIS J. KOLB, Prop. Kolb's Bakery.

The Kolb style is shown by the miniature reproduction herewith. It is practically the same style that the Hyomei people are now using.

PRINTERS' INK is of opinion that its adoption by the Booth people will aid, rather than injure, the Kolb announcements. It is highly probable that after the Hyomei advertisements have run in this style for several weeks, another kind of display will be adopted, and the Kolb Bakery will then reap in the field where the Booth Company has done the sowing.—[EDITOR PRINTERS' INK.

"QUAKER OATS" are advertised to physicians.

THE COUNTRY WEEKLY
AGAIN.

Office of

"THE LARUE COUNTY HERALD."

HODGENVILLE, Ky., Feb. 23, 1900.

Editor of PRINTERS' INK:

I would be glad to subscribe for a number of copies of some journal that would help me to induce my friends to increase their advertising, but I do not believe it would be entirely safe to select PRINTERS' INK. I will be frank enough to give my reasons. Several months ago I gave a few copies of PRINTERS' INK to a business friend, hoping that he would see something in it to induce him to advertise more extensively. To my amazement the plan lost me a customer. He said that PRINTERS' INK argued that there was no profit to be obtained from advertising in country weeklies, that it said "Price and circulation considered, they were not satisfactory advertising mediums." I examined the copies given him and found the argument he had referred to, and, as I had told him PRINTERS' INK was authority on such matters, I could do nothing but grin and bear it. We want copies of such a journal for our business friends, but your continual argument that country weeklies are worthless as advertising mediums prevents our using PRINTERS' INK. Though your argument is on a false basis, it has effect against us.

However, we would be glad to arrange for a copy to our own address after our present time has expired.

C. C. HOWARD.

PRINTERS' INK has never asserted that the country weekly has no advertising value. What it has aimed to make clear is that to the general advertiser, to whom one reader is as good as another, space in such weeklies costs too much, the aggregate circulation of a host of such publications perhaps not exceeding the circulation of a single large daily newspaper, yet costing perhaps twenty times as much per line, the cost being still further increased by the necessity of dealing with so many publishers. To the local advertiser, the man who lives in the same town as the local weekly and does business with the people of that town, the local weekly is the best and really the only medium, unless, indeed, there is a daily.—[Ed. PRINTERS' INK.]

THE edition of PRINTERS' INK for the issue of Feb. 28 was 21,925 copies.

THE Globe-Wernicke Company, Cincinnati, Ohio, asserts that it is the largest manufacturer of "card systems" in this country.

PAID AND UNPAID.

The American Newspaper Directory sends the following letter to PRINTERS' INK with the observation that the Little Schoolmaster's readers will probably find it of interest:

Office of

FARMERS' INSTITUTE BULLETIN PUB. CO.
FAYETTEVILLE, N. Y., Feb. 26, 1900.Geo. P. Rowell & Co., Publishers
American Newspaper Directory, N. Y.

GENTLEMEN—Beginning with the April number we will eliminate from the subscription list of the *Farmers' Institute Bulletin* all those who have not paid for the paper in advance. For years we have been carrying a large list and now believe that it is the best policy to cut off all who do not care enough for the paper to pay for it when asked to do so. We will also discontinue the practice of sending out large numbers of free copies, believing that justice to our advertisers requires us to give them a paid circulation. This pruning process will leave us barely thirty thousand paid in advance subscribers, but it will be a choice list and worth as much to the advertiser as the old list of sixty-five thousand which we have been carrying so long. We actually printed 100,000 copies of our January issue, and last week received through the mail 108 new subscribers, this being the best week's returns, so we think it paid us this time.

We would like your opinion as to the value of a strictly paid in advance list to the advertiser as compared with our old list of partly paid and partly free. Of course we have made a reduction in our rates, but would like to have your opinion as to the extent we should cut our rates to meet the cut in circulation.

Yours for honest circulations,

ELLIS WOODWORTH, Mgr.

It occurs to PRINTERS' INK that if in the opinion of the *Bulletin* people the free circulation which they now chop off had no value, no reduction should be made because it is no longer furnished. If it had a value, the advertiser would rather pay for it than be deprived of it. What its value was in relation to the paid circulation is something upon which few advertisers would agree. That value was probably wonderfully near to the value of the paid circulation.

FRANK A. MUNSEY seems to be passing through "the winter of his discontent."

SPERO BROTHERS, the Nassau street tailors, send their announcements printed in script, and in small, plain envelopes, so that the matter looks like a personal letter.

THE AYER EXPERIMENT.

The Lowell (Mass.) *Sunday Telegram* of January 21 prints an interesting interview with Alfred E. Kose, of the J. C. Ayer Company, regarding the apparent results of the experiment involved in charging five cents per copy for the "Century Ayer Almanac." Mr. Rose says that the cost of the annual almanac to the company has for many years varied between \$115,000 and \$135,000, averaging \$120,000 a year. Of these annual almanacs, which had become familiar to every family in the United States, 16,000,000 each year were printed. Mr. Rose came to the conclusion that a very large number of the people who accepted such calendars as gifts would be willing to pay five cents each for a better calendar marking the last year of the century.

The results, so far as can be ascertained at present, have fully justified Mr. Rose's conclusion. The first edition of the "Century Almanac" ran to a million copies, of which 700,000 were sent on sale to various news companies, and 300,000 were kept to fill mail orders. With two exceptions, each one of the news companies has re-ordered, and the Ayer sales by mail, from the Lowell office since December 1 have run from 1,000 to 1,500 copies per day.

So the million copies are pretty nearly distributed and another edition will have to be printed to meet future demands. Mr. Rose says that the covers for another million have been already printed. —*Fame, New York.*

A NUMBER of corporations appear to regard heavy advertising as one of the most effective means of preventing competition.

LOW-PRICED cigars are now widely and profitably advertised in the daily papers. Why not other articles of men's daily use?

A CORRESPONDENT writes:

The advertising of automobiles should eventually acquire the proportions which the advertising of bicycles has lost.

It may be when automobiles come down in price to a hundred dollars and less.

Y. M. C. A. PUBLICITY.

One of the papers read and discussed before the Pennsylvania State Convention of the Young Men's Christian Association at its meeting in Philadelphia on Feb. 23d was by H. C. Gara, entitled, "Association Printed Matter; the Kind that Pays and the Other Kind." Extracts follow:

The American productions along the line, both of composition and type work, are far in advance of our foreign cousins, and they could doubtless profit greatly by examining what you have now before you. I know of no organization that has a greater opportunity to successfully advertise, as you have the very best things to exploit. Churches advertise, gymnasiums advertise, schools and educational institutions advertise. You have all three in one.

Advertising that pays must be attractive enough to enlist the attention and make the person desire to read all that has been printed, and after it is read, desire to know more about the Association or the particular Association work advertised. It must have the ring of truth and exact truth about it, neither over nor understated. As a rule cuts or pictures increase the worth of any advertisement. Large type should be sparingly used; good printing and paper cost very little more than poor and give character to what you may write. Good advertising costs money, but it costs more than money—it costs brains—yours or some one's else. The Y. M. C. A. is a glorious Association and all that its name implies. When making up printed matter for it keep this in mind and use dignified and strong language and don't write bargain or fire-sale advertisements. You must, however, have something "live" to advertise. If men are dragged to the Association by the advertisement couched in good, strong, clear statements of conditions to be found within your four walls, the facts in the case must tally or your man loses respect for you and your work.

WANT AD ILLUSTRATED.



A SMALL BOY WANTED.

ARRANGED BY STATES.

CONNECTICUT.

LOOK out for the advertising agent who seeks to put some other paper on your list in place of the **DAY**, New London, to cover its field. There's a nigger about somewhere.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; \$5,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL is just right for advertising articles that interest people in the smaller towns. Subscribers belong to American Musical Association, and own pianos and organs; 150,000 copies for April. Circulation growing; 60c flat rate. Write for sample copy and particulars. **W. B. CONKEY COMPANY**, Chicago, Ill.

MAINE.

PETTENGILL sends us most contracts; Ayer & Son next. Several other agencies we want increase from. Why not have us down for all your New England business! Certainly our circulation (see Rowell's) and rates warrant it. **Rockland (Me.) COURIER-GAZETTE**.

CANADA.

CANADIAN ADVERTISING is best done by **THE E. DESBARATS ADVERTISING AGENCY**, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. F. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself *The Little Schoolmaster in the Art of Advertising*. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. **P**RINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to-day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address **P**RINTERS' INK, 10 Spruce St., N. Y.

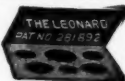
RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.



COIN CARDS.—Any printing you wish. Six hole (like cut), \$4 per M; 100 prepaid, 75c; 1 doz., 10c. One-hole, any printing, \$3 per M. **THE STATIONERS' MFG. CO.**, Detroit, Mich.

Present
Patrons
of . . .

The Christian Witness

...Boston.

Among the Agencies the list runs thus in point of importance.

Lyman D. Morse; Frank Seaman; J. V. Ewan; Frank B. White; J. C. Moss; Nelson Chesman; Dauchy; A. R. Elliott; Parvin & Doughty; J. Walter Thompson; J. F. Hackstaff; L. F. Doland; Geo. P. Rowell; A. Frank Richardson; N. W. Ayer & Son.

Does the above indicate any thing to you?

W. J. SHILLIDAY,
Advertising Manager.

The Pawtucket (R.I.) Evening Tribune

goes into the homes of the wage-earners of the Blackstone Valley (a hive of industry with 100,000 population and 60 varied lines of manufacturing), who carefully scan its advertising columns, because they buy the closest.

The only Democratic daily in its territory, *The Tribune* is steadily growing in circulation, prestige, influence and popularity. The leading local and general advertisers are constantly represented in its columns. **Write for rates.**

THE TRIBUNE PUBLISHING CO., . . . Pawtucket, R. I.

J. W. BUCKMASTER, Advertising Manager.

THE JOLIET NEWS

can face the stony stare of the wicked politician and unflinchingly declare: "You can't make dirt of these columns!" The brewer and the saloonkeeper, the clairvoyant and the weak man ad-maker, also fall in hard places when they ask for advertising in its columns. And the man looking for suckers with offers of \$100-a-week salaries also gets turned down. People have confidence in a paper of this kind. We edit all advertisements.

The Evening Journal

OF JERSEY CITY, N. J.,

Average Daily

Circulation in 1899

14,486

goes into over Thirteen Thousand families in Jersey City, and is a guest in over eighty per cent of the English speaking households in the city. . . .



For Good Reasons.

- 1st.—It has the largest circulation of any journal of its kind in the world.
 - 2d.—It reaches well-to-do people in the suburbs of cities, large towns and villages who have money to spend.
 - 3d.—It goes into the family, and is read largely by the women.
 - 4th.—Every subscriber pays cash in advance for it, because of the practical matter it contains which they find useful.
 - 5th.—It sends sample copies only to those who request same in response to advertisements for subscribers.
 - 6th.—Its subscribers are obtained by advertising in high-class mediums to the extent of thousands of dollars annually.
 - 7th.—Over 10,000 copies are sold on news-stands each month in addition to yearly subscribers, because it is "up to date."
 - 8th.—It has no "dead head" circulation; it is all "fresh eggs."
- It is published semi-monthly. Forms close the fifth and twentieth of each month. Sample copy and rate card sent on application to
- I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.**

CIRCULATION THAT IS CIRCULATION PAYS.

The Land of Sunshine Covers California and

has a larger circulation in California than all the Eastern Magazines combined; it has besides this just added 3,000 paid subscribers outside the State, the result of a vigorous subscription campaign...

A Page a Year for \$240!

Write for sample copy and rate card to LAND OF SUNSHINE PUB. Co., Los Angeles, or

EDGAR JOHN ARNOLD,
Eastern Representative,
13 Park Row, New York.

MUSICAL INSTRUMENT Premium CATALOG



Every one interested in Premiums ought to get this catalog. It is compiled from a practical standpoint. All the descriptive matter is already written. Cuts of the goods are loaned free to responsible firms. With the aid of a scissors you can get out most attractive offers in 10 minutes. Write to-day for the catalog.

Lyon & Healy

2 ADAMS STREET, CHICAGO, ILL.

**The Lowest-priced Magazine Advertising in America.
Figure it out for yourself.**

NICKELL MAGAZINE



**The Only 5c. Illustrated Monthly
Magazine in the World.**

PAYS ADVERTISERS.

Here is what one advertiser says:

Publishers Nickell Magazine:

GENTLEMEN:—Please enter our order for another year at price quoted in your favor of Sept. 29, for space of one-fourth page. We prefer not to miss a single insertion, and you are authorized to use our old electrotpe until the new design is delivered to you.

The Nickell Magazine has paid us much better than some of the magazines that make larger claims. Wishing you a large share of success, we remain,

OHIO ELECTRIC WORKS, Cleveland, Ohio.

—and "there are others."

The **NICKELL MAGAZINE**

Advertising Rates are very low—30 cents an agate line and \$50 a page, with 5, 10 and 20 per cent discount on 3, 6 and 12 months' orders. Circulation claims guaranteed by a \$1,000 forfeit. Circulation statement, rate cards and sample copies can be had of all reputable advertising agencies or the publishers,

THE POTTER-KENDALL CO., Boston, Mass.



A COUNTRY NEWSPAPER, PERHAPS

with all its hold on its readers and its thorough-going localness, but a Metropolitan daily, too, with handsome building, Mergenthalers, perfecting presses, numerous writers and a big revenue. Caters to the most prosperous people in the whole busy Keystone State. Has 7,200 daily circulation; no rival has one-fifth so many. Covers Chester City, Delaware County, and southeastern corner of Pennsylvania, and does it thoroughly. A home paper. More foreign advertising than any local daily in Pennsylvania.

Write for Rates.

CHESTER TIMES, Chester, Pa.

Montgomery, Ala., 40,000

(CITY AND SUBURBS.)

The Journal

Only
Afternoon
Paper

The Church Progress

IS THE BEST
CATHOLIC ADVERTISING MEDIUM
IN THE WEST.

Try it and you will be convinced.

Established 1878. ✂ Circulation, 32,000.

For Advertising Rates apply to
J. P. STAMM, Fullerton Building, St. Louis,
or to any reliable agency.

Send for Sample Copy.

THE THOUGHTFUL PEOPLE OF BUFFALO

read the

Buffalo Review

By reason of the high class of
its circulation THE REVIEW is
the best medium for the ad-
vertiser in Western New York.
The intelligent want the best;
they read THE REVIEW . . .

Circulation . . **9,500** . . Guaranteed

Eastern Office:

W. E. SCOTT,
150 Nassau Street,
New York.

THE BUFFALO REVIEW COMPANY,

C. J. Kingsley, President,
C. H. Webster, Vice-President,
Buffalo, N. Y.

How much dead wood is there in your list?

Are you using some worthless or nearly worthless space?

Are you paying the right price for the good space?

For \$25.00 to \$250.00 (according to the length of your list) I will tell you whether or not you are paying for dead wood--whether or not you are paying the right prices.

I'll tell you the real net.

Your communications will be confidential, of course.

Charles Austin Bates,

Vanderbilt Building, New York.

Chicago: Marquette Building.
Detroit: Majestic Building.
Buffalo: 176 Prospect Ave.
Boston: 186 Devonshire St.



Pittsburg...

We have dropped the Pleasant Valley Line in Pittsburg and Allegheny, operating about fifty cars, but we control other lines there and charge our advertisers for regularly operated cars—you get what you buy and are not charged for 20 to 30 per cent more than are in service.

The display in our cars is, as usual, unapproached by any other in the Smoky City—in our cars you will find the cards of America's representative and successful advertisers. They know what





Reliable Service....

is, and the mute testimony of their continuous indorsement shows that they believe in us and our methods.

Our resident manager is a man of long experience in Street Car Advertising, and this is a practical guarantee that advertisers' interests will be properly looked after and our unrivaled system and broad-gauged policy obtain here as elsewhere.

Geo. Kissam & Co.,

609 Hamilton Bldg., 335 Fifth Ave.,

PITTSBURG.



...THE...

Decorah Posten

has the largest circulation
of any Scandinavian publi-
cation in the world.

It is clean, carefully edited,
well printed. It is over twen-
ty-five years old, has over

Thirty-seven Thousand

Subscribers,

and is still growing.

No "objectionable ads" carried.

We will pay One Thousand
Dollars to any advertiser if
we cannot, at his request,
prove the truth of our cir-
culation statement.

B. ANUNDSEN, Pub., Decorah, Iowa.

If ill you are and well you'd be,
And your stomach is at fault,
Take Ripans Tabules properly;
They soon will call a halt;
Continue them with judgment then,
Soon you'll be sound and well again.

Ten for five cents, at Druggists, Grocers, Restaurants, Saloons, News-Stands, General Stores and Barbers' Shops. They banish pain; induce sleep, and prolong life. One gives relief! No matter what's the matter, one will do you good. Ten samples and one thousand testimonials sent by mail to any address on receipt of price, by the Ripans Chemical Co., 10 Spruce St., New York City.

MARCH ISSUE
NOW READY!

**The American
Newspaper Directory
For 1900
IS OUT**

Revised and Supplemented with latest information about
newspapers and their CIRCULATIONS.

After thirty-one years' constant labor and experience,
this most important reference book and guide for adver-
tisers has been brought to a high standard of usefulness.

The present edition of the AMERICAN NEWS-
PAPER DIRECTORY consists of over fourteen hundred
pages, including many valuable tables and classifications.

PRICE, FIVE DOLLARS

Sent Carriage prepaid on receipt of price.

GEORGE P. ROWELL & CO.,
Publishers,
No. 10 Spruce St., New York.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Mr. C. F. Hildebrecht, of Trenton, N. J., sends me a batch of the best restaurant ads that have lately come to my notice, some of which are reproduced below. Their chief merit lies in the fact that they give one an idea of what may be had at "Hildebrecht's" and, at the same time, convey the impression that things good to eat are served in an appetizing way, promptly and politely. But in only two of the seven ads before me is there any mention of prices.

I think that if I were running a restaurant I would quote prices in every ad. If a table d'hôte establishment, I would print the entire menu under such headings as "To-day's Dinner, 50c.," "Merchants' Lunch, 50c.," or whatever the price might be, changing the heading with each new ad. If I were serving meals à la carte, I would choose attractive items from each day's bill of fare and print them with their prices, not forgetting in either case to emphasize the quality of my offerings, my superior service and any other good points that I could truthfully make.

Probably no one line of business offers greater opportunities for profitable advertising than the restaurant business, and in but few other lines are such opportunities so thoroughly neglected.

Seasonable Delicacies.

Reed Birds make a very fine dish when they're prepared by our chef, with that distinguishing, excellent taste which pleases and is a part of every product on our menu.

Other delicacies now are Oysters, Lobsters, Hard-shell Crabs, Broiled Chickens, Sweetbreads and Squabs, awaiting your order.

The Best Judges

of oyster excellence are travelers, who pronounce the Mill Ponds—rich in flavor and color—to be surpassed for quality by none. We have control of this delicious bivalve for Trenton, and serve them here on the half-shell at 15c a half dozen or you can take them home at 25c a dozen.

Juniata Terrapin

Stewed Baltimore style makes one of the most appetizing and palatable of delicacies the markets afford—when we prepare and serve it to you with the finest quality of sherry to give it that delicious flavor.

Cheerful Surroundings

Go far in helping you to enjoy your meals, which is one of the greatest essentials of good health and happiness.

Our remodeled dining rooms are the neatest and most pleasant of any in this city, and with the excellent quality of food served and prompt and courteous attention, you are sure to enjoy dining here.

Now They Come.

Quail, Pheasants, Woodcock, Grouse, Wild Ducks and Rabbits—wholesome, appetizing and nutritious—are now in season.

We buy direct from the gunners, and having our excellent facilities and large stock, enables us to place them before our guests better than any other restaurant in Trenton.

Prompt Service

is one of our features and has helped build up our large restaurant trade and form the reputation we have made.

You don't have any vexatious waits when you dine here. We serve you with appetizingly prepared foods promptly at moderate prices.

Business Men

with particular ideas of cooking and service get their meals here. They say that no other place gives them such satisfaction.

Our menu includes all the delicacies of the season, such as Quail, Pheasants, Rabbits, Woodcock, Wild Ducks, Grouse, Sweetbreads, Mill Pond and Duck River Oysters and Lobsters.

For a Plumber.

Many Little Things

in connection with steam pipes need attention at this time, and we are ready to take your business. Competent workmen and prompt service have made our business what it is.

Timely.

Skates Are Skates

but there is a difference in the kinds and a choice.

Of all the different kinds we think there are none that offer so many varieties for choosing, nor such good values for the money as the U. S. Club Skates. Even the lowest priced U. S. Skates are well made and of good material.

U. S. Club Skates from 45c to \$3.50 and at all the between prices. Skates for boys, girls, men, women.

Some Straight Talk for Tea.

Fifty Cent Tea.

If some stores should advertise to sell for one week a regular bang-up fifty-cent tea for 35 cents what would you say?

If you happened to read the ad at all, you would say:

That's a fake.

And in a good many cases you would be right.

It isn't what is said in an ad that makes it true.

It's who says it.

When the Public Market says that for the balance of this week you can come here and buy a pound of regular 50-cent Formosa Tea for 35 cents you can depend on it being so.

You can stake your life on it.

So come for this tea. It's a really fine tea; and if you like a little Japan or Oolong or English Breakfast mixed with it, why, the price will be the same.

For Bicycles.

Bicycle Talk No. 6.

Down under the highly polished enamel and glittering nickel is the real bicycle—the thing you're paying your good money for, and on the strength of which may depend your life. Are you going to buy a bicycle of known reputation—of a kind that has never been known to "fall down" under any ordinary accident—or will you take your life in your hands and ride recklessly to no one knows what, on a wheel that is without a reputation, just because its first cost is a few dollars less?

The actual cost of a wheel with a reputation is no more than the cost of the other kind, plus the repair bills that are sure to follow its purchase.

We sell Bicycles. Every one of them is a reliable wheel—a wheel with a reputation.

Our 1900 line covers every feature of bicycle excellence you could wish for. In it is found as low-priced a wheel as is safe for you to buy or for us to sell, and as high-priced as you will buy in order to get the best.

A Shirt Sale.

Two Bargains for Men.

White Laundered Shirts get mused and soiled in selling—the more sold the greater the number of "accident cases." Here's a mixed lot of laundered shirts, all sizes, but not in every style, including open front and back; closed front, open back; many short bosoms and mostly full dress sorts in the showing, all from our regular stocks; none less than \$1 Shirts, all now 50c. About two dozen are \$1.50 shirts.

A Strong Puff for "Puffs."

Puffs Preferred.

Do you enjoy the companionship of a puff tie? There's a whole lot of style in one of these useful and beautiful cravats, and at this time of the year they are particularly dressy. They give a finish to a man's appearance that at once stamps him as a proper person, a man of good taste. The Mariettas are favorites with fashionable folks. Fifty cents at

Very Good.

Percales for Less Than Regular.

Haven't you a boy for whom you want to make some waists, and wouldn't you like to make him four at the usual cost of three?

Or apply the same thing to girls' dresses, aprons, shirt waists—four of anything which is usually made of percale at the regular price of three?

Well, here is the opportunity.

Best American Percales, fast colors. Fifty patterns, full yard wide, now nine cents, were twelve and a half cents.

Twenty patterns, 32 inches wide, now seven cents, were ten cents.

Quite Convincing.

Ladies' Gold Watches, \$6.50.

They're beauties for the price and we have confidence in them. We warrant them in all directions for one full year from date of purchase. Open faces, gold filled cases, American movements, seven jewels, and clear, bright dials. We welcome comparison, knowing that the same identical make of watch will cost you fully \$11 anywhere else.

Will Catch Women's Eyes.

New Silk Petticoats!

Just in is a world of flutes and ruffles in rustling Petticoats.

Every rustle and every glint bespeaks of coming Springtime.

Not a lady of fashion anywhere but could tell at first glance that they were intended to give additional charm to the ever beautiful Spring gown.

All are in extra quality taffetas—as free from splitting as can be had.

We think our experience, coupled with our usual precaution, makes us pretty good judges of taffetas, too—especially when service is at stake as it is in petticoats. These two styles will no doubt interest you; one at a low price, the other at a medium price.

Sounds Honest, and Says "Money Back."

Kinner's Cherry Balsam

best of all, is a safe and sure syrup to quickly cure your cough—it's as safe to give the little ones as it is for grown up folks to take.

It soothes and heals any irritation—gets right at the trouble. It stops that dreadful tickling, hacking cough that's so bothersome at night.

We tell you honestly it's the best cough syrup we know of and if after giving it a fair trial you find it does not more than please you, we will willingly give your money back.

25 cents a bottle.

Good "Money-Back" Talk.

Is It Satisfactory?

That's the question that goes with every purchase here. If it's not satisfactory, bring it back to-day—to-morrow—next week—and get your money. It is this absolute assurance of fair dealing that retains our trade. Our customers know that "money back" is not a cry set up to deceive the unwary into buying, followed by all sorts of undue excuses and quibblings to avoid returning money on displeasing purchases. One of our maxims reads: "For our remain dissatisfied is to make us more dissatisfied. It isn't to-day's trade we're depending on—it's to-morrow's—next week's—next month's—next year's! We want you to be so well pleased with your treatment here and with what you buy here, that you'll come again and again. And we will remark right now that our efforts to please have been so uniformly successful that calls for "money back" are rarely made. But it's here just the same, for any and all demands that may be made for purchases returned as undesirable.

An Appeal to Fishermen.

Pickeral Fishing.

If you are going fishing through the ice, better come here before you start and see what we can do for you in the line of traps and other tackle.

We have an assortment that will make glad the heart of any fisherman.

Pickeral traps galore.

Here's a Bunch of Inventory Sales Ads. I

3 Days More

before stock taking, which means three days of the lowest dry goods pricing ever heralded on a newspaper page. The news has spread from house to house of the great price wonders at the Colorado, resulting in the most crowded aisles and the most rapid February Dry Goods selling ever in this city.

Inventory Sale.

Inventory prices mean money saving prices to you and to us. If you can buy at a third or a half off the regular price—that's money made. If we can dispose of surplus stock that's money saved by us. These for tomorrow:

Some Stocktaking Bargains.

It may not be interesting to you to know that we began stocktaking this morning, but it will interest you to learn that there will be big bargains here this week just as there were in the three weeks that have passed—as great bargains and in some instances greater. A few follow:

We're conducting a clothing sale with a money-saving meaning to it, to you.

It's pretty well established by this time what kind of clothes we sell.

We take inventory February 1st. We're willing to knock off quite a few dollars on Suits and Overcoats rather than inventory them.

We think you'll help us to do it by helping yourself to our present offerings, which are way out of the ordinary. Our present selling prices in fact flavor of cheapness, but you'll be happily surprised at their true meaning to you.

Now think of it:

Our \$15 and \$18 Suits and Overcoats, \$10.

Above \$18 to \$25 Suits and Overcoats, \$15.

Every garment an example of first-class tailoring.

Pass the good news to your friends.

For Weather Strips.

Leaky Windows

and leaky doors—doors and windows that let in the cold and hungry and thievish outside air—that stealthily steals your coal—lots of it, your comfort—lots of times, and often the health of your child who lives much nearer the floor level than you do.

You don't need locks and bolts to keep out that thief, you need Roebuck's Elastic Cushion Weather Strip. It will save lots of coal and comfort, and possibly the life of your child. Any one can apply it; it's not expensive, and comes ready for all kinds of doors and windows.

Ask us for Roebuck's Elastic Cushion Weather Strip.

A Little "Sassy," Perhaps, but Good Nevertheless.

If I Should Tell You

how I make my sauerkraut you'd know as much about it as I do.

Germans, and people who are not Germans, come here to eat sauerkraut because they know they get the genuine article.

When you're feeling sauerkraut inclined, convey yourself to

Kroher's, 66 Temple St.

Quite Convincing.

This Week It's Tea.

We don't believe there is a better grade of tea in the city for 50 cents than the Japan or mixed we are selling at that price. Our customers back us up in this assertion; they say it's simply "immense" and "touches the spot every time."

Other grades at 60 and 75 cents are great sellers.

A Small Ad That Says a Great Deal.

Your Beer.

Your five cents pays for your beer but it does not pay for "a headache in the morning"—you'll agree to that. When you buy Gold Medal Beer you skip the impurities that give you headaches. You get a pure hop and malt drink, that's why. But you get sparkling life in it, too.

A Shirt Tale.

Men: I am pleased to inform you that among this morning's arrivals at my haberdashery there came a big line of the celebrated "Clem" dollar Shirts. They are made by Curtis of Troy. He knows how to and does make good shirts.

I'm going to display some in my window this afternoon, but you should not be satisfied to simply look at them—come in and examine the new ideas embodied, some of which were suggested by my customers.

I'll finish up this story to-morrow night, for a young man who has been looking 'em over wants three "this minute."

For a Druggist.

Our Own Preparations.

It is pleasing to us that our own remedies are preferred by most of our customers to those of the highly advertised "patents." While we always keep a full line of the latter, the sales of those we put up ourselves are in the majority. We can highly recommend them as strictly pure. We name a few of the more popular ones to-night:

Emulsion of Cod Liver Oil, 50c.

White Pine Cough Syrup, 25c.

Liver Pills, 10c.

Headache Powders, 10c.

Headache Wafers, 10c.

Pink Worm Lozenges, 25c.

Beef, Iron and Wine, 50c.

Sarsaparilla, 50c.

It's Much Better to be a Little Ahead of Time Than a Little Behind.

An Early Reminder.

Thoughts of spring have been badly handicapped by the big storm.

Nevertheless it will be here all too soon and then for a general overhauling, cleaning and painting period.

It's the painting part we're most interested in.

Perhaps it's the house you're going to paint or the barn or floor or furniture.

It may be the family carriage, buggy, wagon or farm implement.

It really makes no difference what it is, if it's anything paintable we bid for your trade with the very best paint that's made. A special paint for every purpose.

Paint Points.

We've Talked

Longman & Martinez paints because we believe them the best for you to buy—best and cheapest.

But if you think you can mix a paint that would be more satisfactory to you, we offer the Atlantic White Lead; dry and ground colors, pure linseed oil, dryers and turpentine; all of guaranteed qualities and at guaranteed prices.

Varnish, shellac, alcohol, gold leaf, bronzes, brushes, glass, putty, etc.

Prescriptions.

We Want You To Come

to us to have your prescriptions filled.

We keep none but fresh drugs, and are exact to a drop in making them up. We demand precision of ourselves in weight, exactness in measure, and the greatest of care in compounding. And we want you to understand that the price is never a penny too high at the—Pharmacy.

Good Scheme For Any Line.

A Dollar Window

In order to reduce our stock and to make room for our spring lines, we have arranged a dollar window and everything in that window is ONE DOLLAR.

Among the many bargains are:

Sterling Silver Top Pepper and Salts, Fancy Sterling Silver, Silver Pieces, Pocketbooks, Vases, Chains.

Look at the bargains in the window.

For a Druggist.

Kinner's Headache Wafers

are made to cure headache and they do it or so many people wouldn't use them.

Three in a package 10 cents. For most people one wafer does the work.

Makes One Cookie Hungry.

Molasses Cookies

can be bought most anywhere. But those large delicious cookies that are golden yellow in color, so pleasing to the taste, are only to be found at

Find Remedy?

The American Newspaper Publishers held a meeting in New York City on Feb. 23d, and after a general discussion on the paper question, the following resolutions were unanimously adopted:

"Whereas, The price of printing paper used by newspapers in the United States has been arbitrarily increased in price from 60 to 100 per cent, without reason or warrant to be found in the conditions of the industry itself; and

"Whereas, It is the common belief that this increase is due to the workings of a trust; therefore be it

"Resolved, That the American Newspaper Publishers' Association, representing in this case not only its own members but the 22,000 newspapers of the United States, calls upon Congress to make inquiry by means of a special committee into the conditions above described, to the end that suitable legislation may be provided to remedy this condition of affairs, in the interest of the best source of public information provided for the people, to wit, the newspaper press, whose interests the founders of the Republic held in the highest regard.

"The attention of Congress is directed to the five bills now in the hands of the Ways and Means Committee, not necessarily to aid the passage of any of them specifically, but as evidence of a great demand for some form of remedial legislation, to which the inquiry we request would be preliminary. We believe that the entire agitation against trusts presents no more concrete example than this, and your petitioners, relying upon the desire of Congress to legislate in the interests of the people, believe you will accept the opportunity to make this inquiry in the spirit in which it is demanded.

"The newspaper, it is fair to state, unlike most other forms of industry, sells at a fixed price, and has no means of putting the increased cost on to the consumer. In many instances it means the complete confiscation of profits, and in many others creates actual loss.

"The apparently sincere desire of all parties to deal with the trust question removes this inquiry from the charge of partisanship, and makes it what it is intended to be, an inquiry in the public interest."

Every publisher and printer in the country should appoint himself a committee of one to urge his Congressman to force this matter to an issue. If the ink trust had been formed, similar action would have had to be taken, as their sole idea of consolidation was to wipe out competition and limit the supply. This being accomplished, it would be an easy matter to manipulate prices according to the will of the Board of Directors. I am known far and wide as the man who revolutionized the ink trade, and were it not for my stubborn fights against high prices the publishers of the country would still be paying fancy figures for their ink. Send for my price list and compare it with what you are paying to other houses. If the difference does not warrant a change I will not ask you to buy from me.

ADDRESS

PRINTERS INK JONSON,

13 Spruce St.,

New York.

IT IS THE ONE EXCEPTION

WE handle from three to five hundred pieces of mail matter daily, and as fairly large advertisers receive a generous supply of reading matter. Some of the best magazines I reserve to take home to my family; for the balance we have an extra large waste basket. With "PRINTERS' INK" I make the only exception; I have it mailed to my home, where its contents from beginning to end are carefully and quietly perused. This I have been doing for the past seven years, deriving both pleasure and profit therefrom. If other engagements prevent my reading "PRINTERS' INK" during the evening, I find it instructive company in the street cars.

HERBERT D. ALLMAN.

(Of Kayser & Allman, dealers in paper hangings, room molding and window shades), PHILADELPHIA.

PRINTERS' INK gives everybody who has an advertising idea a chance to ventilate it—and is the medium through which advertisers discuss methods.

The business man who is striving for more business, more profit, does not need to be reminded that advertising is his biggest aid.

PRINTERS' INK teaches the best and the profitable kind of advertising.

Subscription \$5.00 a year.

Sample copy 10 cents.

ADDRESS

PETER DOUGAN,

Subscription Manager,

PRINTERS' INK

10 SPRUCE STREET,

NEW YORK.

THE BEAUTY OF THE ADVERTISING
ON THE

Brooklyn "L"

IS THE SIZE OF CARDS
IN ITS CARS,

16x24 Inches,

AND DISPLAYED
IN CONCAVE RACKS.

PROPER CURVES.

YOU CAN TELL YOUR STORY EFFECTIVELY.

LIVE ADVERTISERS
APPRECIATE THIS.

LOOK IN THE CARS AND SEE!

FOR RATES, address

Geo. Kissam & Co.

253 BROADWAY, N. Y.

35 SANDS ST.,
BROOKLYN, N. Y.